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BROKERAGE HEYDAY IS BELIEVED PAST

General Agents Assign Three Reasons for Expected Decline of This Business

SERVICE COMES TO FORE

Establishment of "Life Insurance Brokerage" Offices Is Increasing—Interests of Policyholders Guarded

That the great day of brokerage business in the life field in some cities has passed is the opinion held by many general agents, including a large number who always have been eager for brokerage business. Three reasons are assigned for the expected decline in this class of business, the principal one of which is that the fire and casualty men, who have produced the largest amount of brokerage, sold life insurance only to their fire and casualty clientele and have about reached the limit of their ability to induce their clients to buy life insurance.

Many brokers have developed large amounts of life insurance business, but few of them view this business as their mainstay. With most of them the life insurance commissions are "velvet." They seek the business among their clients, but when they have sold their clients all they can carry, interest in life insurance ceases. And even with the most conscientious broker, interest in keeping the business in force ceases after a few years if not after the first-year commission is collected.

Lapses on Brokerage High

The second reason is that most of the companies that have accepted large amounts of brokerage business have learned that the business develops a high lapse ratio and therefore are less eager for it now than formerly they were, and are likely to become even less interested in it in the future years. The inescapable fact is that much of this brokerage business is sold under high pressure by men whose sole interest is a first-year commission. These salesmen do not care that the company may lose the business in a year or two nor that soon after he signed his contract the purchaser of a large amount of insurance found himself unable to carry it.

Many men—even men who are keen in business in their own fields—are swept away by the floods of words many brokers command and accept more or less blindly the broker's assurance that the insurance is easy to carry. An incidental danger to the lapses of insurance occurring on policies sold by high pressure is that an assured after lapsing the large policy the broker placed may become sour in the entire life insurance plan and will not purchase coverage in amounts he can carry.

The third reason is that in most of the major cities and in a large number of the second- and third-class cities life

I. M. HOLCOMBE, JR., ON CONVENTION PROGRAM

IS TO SPEAK AT DETROIT

Other Outstanding Men to Address Meeting of National Association of Life Underwriters

NEW YORK, July 12.—President Julian S. Myrick of the National Association of Life Underwriters announces that another important acceptance has been received for the Detroit convention program. John Marshall Holcombe, Jr., manager of the Life Insurance Sales Research Bureau, has agreed to lead the managers' session, now an annual event with the national convention. This will occupy the afternoon of the second day, Sept. 13. The details of this session have not yet been arranged, but will be in the hands of Mr. Holcombe.

As head of the Research Bureau, Mr. Holcombe has become the key man nation-wide in agency management problems and his sessions with the life agency officers have become established institutions, productive of invaluable material.

Three outstanding men thus far have been secured for the program, Rabbi Wise, Dr. S. S. Huebner and Mr. Holcombe. The acceptances are beginning to come in more rapidly and tentative drafts of the program should be ready for publication in a few weeks. There are now but nine weeks before the convention and the program details will be completed considerably in advance of that time. The program has been completely drawn up by the committee, of which James Elton Bragg of Philadelphia is chairman, but announcements will be made only as acceptances are received.

insurance service offices, manned by genuine trained life salesmen, are being established. The principle on which most of these offices are operated is that much more insurance can be sold and placed yearly by agents operating independently of company affiliations than would be sold and placed by the same men selling under the banner of some company. These offices sell not companies, but life insurance.

Under a company affiliation most life salesmen sell the policies the company writes, and no others. A small percentage of them sell any contract that an assured desires and places the business with a company that writes the form. This system, however, involves delays and disappointments that are eliminated under the "independence" system. The staffs of these service offices are brokers, but with the difference that they also are brokers of life insurance only and are thoroughly trained as life insurance salesmen and fully imbued with the spirit of service to policyholders before they become brokers.

Those who understand the operations of these independent offices, when asked whether life salesmen of this type will not in their turn become brokers of the fire and casualty lines and thus merely reverse the brokerage system and retain its evils, answer "No." The explanation of the answer is—and flippancy usually

INCONTESTABLE CLAUSE COURT DECISION IS MADE

IN CASE INVOLVING SUICIDE

Supreme Court of Arkansas Rules Beneficiary of Policy Is Entitled to Proceeds According to Contract

One of the most important court rulings ever handed down by a high court touching on the application of the incontestable clause in relation to suicide of the insured has just been given by the Arkansas Supreme Court in the case of Standard Life vs Robbs.

The life policy involved granted the beneficiary the option to demand payment in monthly installments of \$100 each until \$3,000 had been paid. In bringing suit the beneficiary contended 17 monthly payments were due and judgment for that amount was requested. The company unsuccessfully petitioned for removal to the federal court on the ground of diversity of citizenship and that the amount in controversy was in excess of \$3,000. The company also contended that insured had committed suicide within one year from date of the policy and that beneficiary was entitled to the return of premiums only.

Suicide Not Specified

There was an incontestable clause in the policy which read: "This policy shall be incontestable after one year from its date for the amount due, except for non-payment of premiums, and except for death while in military or naval service in time of war, which is a risk not assumed by the company under this policy; and except as to provisions and conditions relating to benefits in event of total and permanent disability and those granting additional insurance specifically against death by accident, which provisions may be attached hereto by rider."

The Supreme Court of Arkansas in its decision held the amount involved was not sufficient to sustain federal jurisdiction, as the monthly payments due totaled but \$1,700, and that where the policy does not specify suicide as one of the defenses in the incontestable clause it cannot be asserted after the incontestable clause becomes operative. Since the insurer did not within the year in which it reserved the right to cancel the policy take action directed to that purpose, it cannot now question the policy except on some ground reserved in the incontestable clause. As suicide is not one of these grounds, the answer did not state a valid defense, and the demurrer thereto is sustained.

is not intended—that life insurance men are trained to service and that fire and casualty salesmen in the main are untrained in the life insurance sense. Life men who have been in the business long enough to qualify as heads or staff members of an independent office also have been in the business long enough to know that the life insurance field alone is of size sufficient to occupy any salesman's full time and that the compensation for effort is as great as any other field of insurance offers.

FIREMEN'S LOSES CASE IN FIRST SKIRMISH

New York Injunction Against State Insurance Department Dissolved

IMPORTANT QUESTION UP

Litigation Is Now to Be Taken to Supreme Court of the United States

NEW YORK, July 12.—Insurance company officials all over the country are interested in the fight that the Firemen's Insurance Company of Newark put up against the New York insurance department, the company securing a temporary injunction restraining the superintendent from refusing to renew its license on the ground that it did not comply with the New York law as to investments. Federal Judges Learned Hand, Knox and Thatcher in statutory court refused to grant petition for a permanent injunction and ordered the temporary restraining order dissolved. This of course will now mean a strenuous fight in the higher federal courts as to the right of a state insurance department to revoke the license of a company from another state because it does not comply with the investment laws of New York although it does with the laws of its own state.

Issue Is Important

The big issue is whether a state has sovereign powers over its own corporations and if they comply with its investment laws are they permitted to be licensed in other states, even though they do not comply in all respects with the investment laws of those states? Company officials have contended that if the different insurance commissioners endeavored to invoke their own investment laws as to all companies, the logical outcome would be that companies would be circumscribed to that extent where they could not do business outside of their home state.

Objection to the Firemen's

Superintendent James A. Beha of New York refused to renew the license of the Firemen's this year on the ground that it had more than 50 percent of its surplus invested in stock of insurance companies, thus violating the New York investment law. The Firemen's owns a group of companies and through an interlocking arrangement the parent company has in its assets stock of all the auxiliary companies. The New York companies are obliged to comply with this law. When it went into effect some had to make a change in investments in order to meet the requirements. Superintendent Beha therefore declared that it is an injustice to New York companies to allow outside companies to come in and have greater privi-

(CONTINUED ON PAGE 25)

COMMISSIONER DETRICK SCORES "FLY-BY-NIGHTS"

ISSUES WARNING TO PUBLIC

Says Insurance Buyers Should Obtain Policies Only from Companies Licensed by State

Warning the citizens of California against insuring with companies which are not authorized to transact business in the state but which are making their solicitation by radio and direct mail, Commissioner Charles R. Detrick has issued a statement in which he points out that such companies as a class are not to be relied upon and that the policies they issue have no legal standing in this state.

The statement issued by the commissioner is as follows:

"Warning to the insuring public by Charles R. Detrick, insurance commissioner:

Use Papers and Radio

"Several insurance companies which have not complied with the requirements of the California law and, therefore, are not licensed or authorized to transact business in California, are advertising in the newspapers and over the radio that they are issuing especially attractive policies of insurance and urging residents of this state to communicate with them in order to secure such policies.

"Believing that as a class financial institutions which are unwilling to submit to the reasonable requirements of our laws for the protection of our citizens are not to be relied on, this department has put forth every effort to protect the public from this class of insurance coverage by requiring these advertisements to be discontinued. Thus far it has met with considerable cooperation from the newspapers and radio stations in this respect. However, under a recent ruling of the attorney-general there is nothing in the California law to prevent this form of advertising by such unlicensed insurance companies.

Policies Have No Legal Standing

"Notwithstanding this fact, the policies issued by such companies have no legal standing in this state. Should a loss or claim for disability occur after such policy has been issued, and the company deny liability, as they frequently do, the policyholder would have no way of enforcing his claim except by means of a suit brought against the company in the courts of its home state. I, therefore, urge upon every citizen of this state the importance of securing their insurance coverage only from companies which have complied with the requirements of the California law and hold a license from this department. Do not trust your business to companies which are permitted to solicit your insurance only through the mails or through the medium of these advertisements. Confine your dealings to properly licensed agents, brokers or local offices or insurance companies if you would be assured of proper protection. No unauthorized company can supply you with better coverage than you are able to secure from the companies which have complied with the law and hold certificates to transact business in California."

California agents have been urged to organize educational campaigns for the purpose of combating this intrusion of companies that neglect or refuse to comply with the requirements for entrance into the state.

Liberty Life Moves Offices

Offices of the Liberty Life have been moved to Fayetteville, Ark., from Muskogee by C. F. Renner, manager of the company. The company is located in the Ozark theatre building.

VIEWS ARE GIVEN ON BLUE GOOSE METHOD

OBSERVATIONS BY WYSONG

Indiana Commissioner Deprecates Writing Insurance by Mail in Company Not Licensed in the State

At a meeting of the Indiana Blue Goose, the fire insurance social order, to install the recently elected officers, the question of group insurance was discussed at some length. Commissioner Clarence C. Wysong, a member of the pond, was present and was asked for his opinion as to the feasibility of the insurance plan as it is being worked out through the mail for ponds in which the statutes preclude handling the business through an officer of the pond. Mr. Wysong reiterated what he said as to the legality of the proposition in Indiana when it was first broached.

Ruling on Group Policies

"Personally, I would like some of this insurance," said Mr. Wysong in his opening comment, "but I do not see how I can consistently take it under the existing conditions. Our statutes in Indiana require where group insurance is written that those participating in the group must be employed and receive their compensation from a common employer, and such employer shall pay all or a part of the premiums. This, of course, is an impossible condition as relates to the Blue Goose. Furthermore, the state statutes impose a heavy penalty for representing an unauthorized company and, as the company in which this insurance is proposed to be placed is not operating in Indiana, it would not be possible for an officer of the Indiana pond to handle applications or collect premiums."

As to the handling of the insurance by mail as is now being done by the grand nest committee, Mr. Wysong agreed that this is technically lawful and that the right to solicit insurance by mail has been upheld by a United States Supreme Court decision. However, just now in Indiana and in other states this privilege is being abused by representatives of irresponsible fire companies and every effort is being made to put an end to this business. Insurance commissioners are joining to discourage the placing of insurance in unauthorized companies in their respective states, and Mr. Wysong is taking an active part in this campaign. He is receiving the cooperation of a number of the field men of fire companies who are members of the Indiana pond.

Want Company to Enter State

It was agreed that the Indiana pond, as an organization, could not consistently endorse the insurance plan as at present operating, but it was urged that effort be made to get the American National Life of Galveston, the company in which the insurance is being placed, to enter Indiana if possible. Then, it was believed, there would be no objection to accepting and handling the insurance by mail. However, as a personal proposition, the acceptance or rejection of the insurance plan is up to the individual members and some of those in attendance at the meeting said that they had already sent in their applications and others said that they planned to do so.

The efforts of the grand nest to secure for members of the order the benefit of group insurance are fully appreciated, and it is a matter of regret for all concerned that the Indiana statutes make the carrying out of the plan so difficult.

NOT VALID IN OKLAHOMA

OKLAHOMA CITY, July 11.—The group insurance approved by the Blue Goose cannot be written in Oklahoma,

ENTERTAINMENT PART OF MEETING PLANNED

TO VISIT THE BLACK HILLS

Some of the Features in Connection With the Gathering at Insurance Commissioners' Convention

Plans are under way for making up a special train out of Chicago for those who will attend the annual meeting of the National Convention of Insurance Commissioners, which will be held at Rapid City, S. D., Sept. 24-26. It is planned to have the special train leave Chicago on Saturday night, Sept. 22. It will probably go by way of Madison, Wis., and across Minnesota and the Dakotas, returning by way of Omaha and across Iowa. The train will arrive at Rapid City Monday morning.

Wysong in Charge

Commissioner Clarence C. Wysong of Indiana has been delegated to receive reservations for the special train and commissioners, company officials or any others who intend to attend the commissioners' meeting and wish to take advantage of the opportunity to join this special party should get in touch with him at Indianapolis as soon as possible. Every provision will be made for the comfort and pleasure of those who take the special train.

It is also promised that the entertainment features in connection with the convention will be unusually attractive. On Monday morning, starting at 10:30, there will be a motor trip through the Black Hills, including a visit to Deadwood, Lead, Homestead Mines, Spearfish and Ice Box Canyons, with a mountain trout fry at some out-of-doors spot.

Banquet at Rapid City

On Monday evening there will be a banquet at the Hotel Johnson, Rapid City, when the guests will be welcomed by Governor Bulow and Secretary Crill of the state department of agriculture.

On Tuesday at 3:30 the Pamunkey ceremonial will be celebrated in Rapid Canyon with all appropriate trimmings.

On Wednesday there will be an all-day trip through Southern Hills, visiting Sylvan Lake, Harney Peak, Mount Coolidge, Pushmore and a trip over the famous Needles Pass. A game dinner will be served at Game Lodge Inn on Sylvan Lake.

Mr. Wysong is particularly desirous that reservations be made as promptly as possible, so that the details for the special train can be worked out and completed.

and members of the Oklahoma pond are not eligible for this coverage, according to Jess G. Read, insurance commissioner. The Oklahoma law provides that group insurance can be written only on 25 or more employees of one employer. Members of the Blue Goose are not employees of one organization and therefore are not entitled to this kind of insurance under the Oklahoma law. The only way they can obtain it would be to have individual medical examinations, Mr. Read explained.

The state laws further provide that no non-medical examination policies can be issued in Oklahoma for more than \$2,000, he said. The commissioner has notified the American National of Galveston, which had planned to issue this group insurance, of the provisions made by the Oklahoma laws, and that such policies cannot be issued in the state.

Report Arkansas Taxes

The Arkansas insurance department reports that it received \$660,034 in insurance taxes last year. The expenses of the department amounted to \$16,650, leaving an excess over disbursements of \$643,384.

PRACTICE ON WRITING FLYERS VARIES WIDELY

USUAL RATING \$25 PER \$1,000

Extra Premium Charged by Most Companies Is Higher if Assured Makes Plane Trips "Regularly"

Information on methods of writing insurance on those who either regularly or occasionally make airplane flights shows that most companies will not write those who make a regular practice of flying either as pilots or passengers and that most of the companies that will accept passenger risks accept them at a rating of \$25 per \$1,000 extra. A few companies report only that the extra rating "varies," without stating the extra cost of coverage.

So far as is known the only company that will issue insurance to pilots is the West Coast Life of San Francisco. This company accepts under the "regularly flying" designation mail-plane and army and navy pilots at a rating of \$25 per \$1,000, with a \$5,000 maximum, and other pilots at ratings of \$50 to \$100 per \$1,000, with a \$2,000 maximum.

Larger Companies' Practices

Among the larger companies writing passengers, the Travelers says it "sometimes uses an agreement limiting liability to the premium paid if aviation is the cause of death. The Connecticut General Life says its coverage is "limited" on those who fly regularly and that on those who occasionally fly "regular air routes with licensed pilots there are no restrictions." The Equitable Life of New York issues "limited coverage at an extra rate." The Home Life of New York states that it does not insure those who fly regularly and that ratings for those who occasionally are plane passengers "vary." The Metropolitan will not accept anyone under the "regular" designation but writes fare-paying passengers at standard rates. Presumably in this case "regular flyers" means pilots. The New York Life writes regularly flying passengers at a rating of \$25 per \$1,000 in limits of \$2,500 and varies the rating for the occasional passenger. The Phoenix Mutual Life will not write those who fly regularly and writes the occasional passenger at "an extra premium."

Return of Premium a Feature

The Prudential writes regular flyers "in government service only, at a rating of \$25 per \$1,000 and for a maximum of \$10,000." Its rating for the occasional passenger is \$10 per \$1,000. The Sun Life of Canada writes the regular flyer at a \$50 per \$1,000 rating or for return of premium only if death is caused by an aviation accident, and has set \$5,000 as the maximum. It writes the occasional passenger on the same basis.

The growth of aviation has forced the life companies to consider seriously the writing of passengers and pilots, and it is expected by many that as the companies accumulate experience on flying risks some of today's restrictions will be removed.

Offers Group Plan

The Canada Steamship Lines, Ltd., which is the biggest shipping company on the Great Lakes, is offering its employees schemes for pensions and group life insurance. The group life plan is contributory, taking the place of a plan which has operated for the past five years, provided by the company itself.

The pension scheme is open to employees who are over 25 years of age. It is to be administered by five trustees appointed by the company. Pensions are to be paid to those who have reached the age of 68 years and who have spent 25 years in the service of the company.

COLLEGE-TRAINED MAN MAKES BETTER START

C. B. Taylor, Northwestern Mutual Life General Agent, Tells Why Schooled Man Will Succeed

HE IS IN FIELD TO STAY

Instructed Beginner in Business Can Start Work First Day Instead of Studying to Begin

BY E. S. BANKS

PHILADELPHIA, July 12.—On every side we are told that this is an age of specialists. And life insurance men point to the new life insurance agent, the youth who goes to college to prepare himself for the career of selling life insurance.

One of the biggest personal producers in the country, a man who thinks he has fallen down on the job if he doesn't write at least \$2,000,000 a year, declares that the life insurance agent of 1928, the college-trained agent, is three years ahead of his predecessor.

"I envy them sometimes," he said, "because they will be able to do all the things that I have dreamed of doing and for which I have helped lay the groundwork."

C. B. Taylor Gives Views

In Philadelphia, the C. B. and H. M. Taylor agency of the Northwestern Mutual Life has been specializing, one might say, on the college-trained agent. Six of the members of the agency are graduates of the Wharton School of the University of Pennsylvania—students of Dr. S. S. Huebner. And it was to C. B. Taylor that this question of the status of the college-trained agent was posed for an answer.

Mr. Taylor remarked that of the six Wharton School trained men, not one has failed. They have been a success from the start.

"Your young man who takes a course such as that given at Wharton School, among others, does so because he has looked ahead into the future and has selected the field of life insurance as the one in which he wants to make his career," said Mr. Taylor.

"While it is true that the life insurance agent of yesterday, in most instances, entered the business with the same purpose in mind, many of them became life insurance agents simply to see how much money they could make and how many policies they could sell. They did not know life insurance thoroughly. They knew only a few of the policies.

Grounded in Salesmanship

"The Wharton School man is trained in the fundamentals of life insurance. But he learns more than simply the fundamentals. He discovers there is such a thing as budgeting and the important part that budgets and carefully planned life insurance programs play in the lives of people. And he is grounded, also, in salesmanship.

"When he joins the agency he starts ahead of the man who enters the business untrained. For him there are no weeks to spend studying life insurance. He starts in from the beginning. I believe that it is true that he is about three years ahead of the untrained man. By that I mean that it will take the untrained man about that length of time to reach the point in experience that the Wharton School man enjoys.

"Giving them both equal sales ability, I believe that the Wharton School man

CONNECTICUT GENERAL IN BILLION DOLLAR CLASS

PASSES MARK ON JULY FIRST

Each Month but One This Year Shows Increase in Paid-For Over Same 1927 Month

The Connecticut General Life joined the ranks of the billion dollar companies July 1, according to figures on paid-for business just made public. Due to intensive efforts during the first half year, the billion dollar mark was reached about two months earlier than it would otherwise have been.

With the exception of January, each month this year has shown an increase in new business paid for over the corresponding period the year before, and the increase in insurance in force in June was larger than in any month since December, 1926.

Accident Also Gains

The company's new accident insurance this year also shows gains for nearly every month over the corresponding month of 1927.

Commenting on the progress of the half year, Vice-President W. I. King said: "This achievement was made possible through the splendid cooperation of our entire agency force.

"No well organized company wants to be large just for the sake of being large, but rather because in its very size it can better fulfill its function as an insurance company in rendering service to its clients. This very size, however, brings with it responsibilities which we cannot take lightly, but upon which we can enter with assurance of success, because we know that the same spirit in our agency force which went out wholeheartedly to accomplish this result will be back of the company in all of its future efforts, not only to make its service to the public more efficient, but also to widen the field in which this service operates."

will outdistance the untrained man. He has been trained to think—and to think quickly. And he knows life insurance.

"I believe the college-trained life insurance man is here to stay. He is a natural development of the business. Once upon a time a man could become a doctor by working in a drug-store mixing pills and studying in a doctor's office. Once a man could become a lawyer by reading law books in a lawyer's office. Now men have to go to high school and college and then go still higher and study the subjects in which some day they hope to make a career for themselves.

"And it is this same development, this development of fitting oneself for the career one wishes to follow, that has now reached life insurance.

"How does the new life insurance agent compare with the agent of yesterday? Giving them both equal sales abilities, the agent of 1928 will make a far greater success and will write much more business than his predecessor or the untrained agent."

Sons Enter Father's Agency

O. F. Muldrow and Hal Muldrow, Jr., both sons of H. L. Muldrow, general agent of the Minnesota Mutual Life at Norman, Okla., have entered the agency. O. F. Muldrow for the last five years has been assistant cashier of the Security National Bank at Norman. He is a graduate of the Oklahoma University insurance school and engaged in the insurance business at Tulsa before entering the banking field. Hal Muldrow, Jr., has just graduated from the University of Oklahoma and has entered the agency together with George H. Stroud, who has recently graduated at the University.

HERBERT C. COX IS NOW CHAIRMAN OF BOARD

McCARTHY MADE PRESIDENT

Vice-President and General Counsel of the Canada Life Has Been Promoted

Herbert C. Cox has retired as president of the Canada Life after fourteen years in that position and will now act as chairman of the board. Mr. Cox, 14 years ago, succeeded his brother, George A. Cox, who was the founder and builder of the Canada Life.

His successor as president is Leighton G. McCarthy, K. C., who has heretofore acted as vice president and general counsel.

The Canada Life is one of the great



HERBERT C. COX

Canadian companies and in the United States operates in Alabama, California, Florida, Illinois, Maine, Michigan, Minnesota, New Hampshire, New York, Ohio, Oregon, Pennsylvania and Washington.

Another \$1,000,000 Policy

David Stern, formerly a reporter on the Philadelphia "Record" who recently purchased that newspaper to add to his string including the Camden (N. J.) "Courier" and Camden "Post," has taken out a \$1,000,000 life insurance policy, making his total \$2,000,000. The policy was brokered through the insurance department of Albert M. Greenfield, Philadelphia realtor, who is said to have financed the deal whereby Mr. Stern, who is 42 years old, acquired control of the "Record."

Mr. Stern now joins the other heavily insured Philadelphians, headed by John C. Martin of the Curtis-Martin Newspapers, with \$6,500,000, and John T. Dorrance, head of the Campbell Soup Company, with \$5,500,000.

Taggart Still on Job

Despite reports current prior to his sailing for France in May, that Commissioner Taggart of Pennsylvania would resign his post, a statement emanating from the Pennsylvania department declares that Colonel Taggart will remain in office.

Colonel Taggart has now been back for several weeks. He has made no statement regarding his plans, nor do his assistants in the department know what he contemplates doing.

Philadelphians say the report that Commissioner Taggart will resign seems to have disappeared and that insurance men now seem to be of the belief that he will serve his full term.

PACIFIC MUTUAL LIFE AGENTS IN CONVENTION

Interesting Program Is Arranged for Western Carrier's Ace Business Writers

BIG PRODUCERS GATHER

About 600 Members of Company's Field Organization Meet for Educational, Recreation Sessions

With an attendance of approximately 600 representatives of the company's field organization and members of their families, the 13th annual "Big Tree Club" convention of the Pacific Mutual Life opened at the home office in Los Angeles July 9. The day was largely devoted to sessions of the general agency association meeting, which was held Monday and Tuesday. President George I. Cochran presided as toastmaster at the "Big Tree" banquet Monday evening.

The first business session of the club was held Tuesday morning with L. G. Campbell, president, in the chair. Following remarks by President Campbell there was a discussion of "The Five-Ways Policy," John Henry Russell, associate manager home office agency, presiding, the subject being presented in an address by John Newton Russell. The next speaker was President George I. Cochran, who spoke briefly. The forenoon session was concluded with an address on "The Psychological Advantages When Presenting the Five-Ways Policy," by E. K. Strong, professor of psychology, Stanford University, formerly of Carnegie. The afternoon was devoted to entertainment of convention delegates and general agents.

The second business session convened Wednesday morning with L. G. Campbell in the chair. An address on "Our New Retirement Income Bond" was delivered by Leslie J. Cooper, assistant actuary. Lee A. Phillips, executive vice-president, was the next speaker, his subject being "The Company's Investments as an Aid to Selling Insurance." In a discussion of "Life Insurance as an Investment," C. C. Day, general agent at Oklahoma City, presided.

Robert Coleman, general agent at Louisville, in conjunction with Joseph M. Gantz of Cincinnati, submitted a most comprehensive loose leaf outline in book form on the mechanics of selling. This work is the result of a year's effort and includes ideas for the training of agents gathered carefully from many sources.

J. H. Russell of the home office agency has prepared a series of lectures on how to use the training course. These he explained, and announced that distribution to general agents would be made at once.

Has Record Month

Bankers Life of Iowa "President's Month" in honor of President Gerard S. Nollen, resulted in a paid-for production of \$15,433,982. With the exception of the June production of 1927, this was the largest June paid-for total in the history of the company.

First place among the Bankers Life agencies in June was won by the G. F. Murrell Pittsburgh agency with a paid-for production of \$902,500. Two Bankers Life men—Agency Manager R. H. Martin of Ottumwa, Ia., and Joseph Janciar of the Pittsburgh agency—passed the \$200,000 mark in paid-for business for the month.

(No. 1 of a Series)

No Capital Required?

WHAT GOOD ARE PROSPECTS, HIGH AMBITIONS, MAXIMUM EFFORTS, IF YOUR CLIENT DOESN'T HAVE SOME READY CASH TO HAND OVER?

MANY GOOD MEN HAVE BEEN FORCED OUT OF THIS LIFE INSURANCE BUSINESS THRU LACK OF WORKING CAPITAL, YET THEY ENTERED IT BECAUSE NO CAPITAL WAS REQUIRED!

American Central Representatives Enjoy A Unique Service -- The Agents' Fund --

WHICH ELIMINATES THEIR NET-PAYING AND CAPITAL-GETTING WORRIES, LEAVING THEM FREE TO WRITE ALL THE GOOD BUSINESS THAT CAN BE SECURED.

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(Just one of the many reasons why American Central representatives are happy and successful.)



METROPOLITAN MAKES FIELD DIRECTOR CHANGES

TERRITORY SHIFT ANNOUNCED

E. H. Wilkes, Third Vice-President, Is Transferred to Home Office to Head Division

Haley Fiske, president of the Metropolitan Life, has announced changes in the management of the field work of the company. Third Vice-President E. H. Wilkes, who has been for some years in charge of the Pacific coast head office of the company, has been transferred to the home office and will have charge of one of the two divisions into which the company's field is divided. The constitution of these divisions has been somewhat remodeled and will be:

Division 1, southern, northern, middle west, New England, Atlantic coast and Canada territories. This will be in charge of Second Vice-President A. F. C. Fiske. Division 2 will comprise metropolitan, southwestern, keystone, central, northwestern and Pacific coast territories in charge of Mr. Wilkes. The change will be effective Aug. 1.

Superintendent of Agencies Frederick J. Williams, who has had charge of the New England territory, has been appointed to succeed Mr. Wilkes in charge of the Pacific coast head office and territory. Superintendent of Agencies Walter S. J. Shepherd, who has had charge of the northern territory, has been transferred to the New England to replace Mr. Williams and Joseph V. Gregory, manager at Somerville, Mass., has been appointed superintendent of agencies for the northern territory in place of Mr. Shepherd.

HABERMANN JOINS BUREAU

Former Phoenix Mutual and Equitable of New York Representative to Do Life Research Work

Ray E. Habermann, who has just resigned as manager of the Kansas City branch of the Phoenix Mutual, has joined the Life Insurance Sales Research Bureau.

Prior to becoming manager at Kansas City Mr. Habermann was for a short time an agency assistant for the Phoenix Mutual at the home office. This experience followed a successful career as an agent at Winona, Minn., where he worked under the Minneapolis office. In addition to that life insurance experience, he was an agent for the Equitable of New York at Chicago just after the war.

Mailings Meet Success

The Bankers Life of Nebraska has been trying out the circularization plan for the last five months and A. B. Olson, manager of agencies, says that the results have been excellent and greater than anyone had expected. The plan followed is for agents to send in the names of men to whom they wish some introductory literature sent. A total of 1,673 letters were sent out, and reports have been received on 960. The new business written as a result totaled \$81,000, and total first year's premiums were \$2,430. This is \$1.39 on each name sent in.

Union Mutual's New Officers

Sylvan B. Phillips, who has been second vice-president and secretary of the Union Mutual Life, has been elected vice-president to succeed the late J. Frank Lang. W. B. Drummond, solicitor for the Union Mutual Life, becomes second vice-president. Harold D. Lang, who has been assistant secretary, is elected secretary. William C. Stevens is made assistant secretary and Fred H. Oliver, cashier.

IMPORTANT FACTS IN CONNECTICUT REPORT

INTERESTING FIGURES GIVEN

Insurance Department Furnishes Some of the High Points on the Business for 1927

The Connecticut life report for 1927 shows:

Connecticut life companies wrote 25.69 percent of all life insurance written during 1927.

Connecticut life companies wrote 30.48 percent of the life insurance written in Connecticut in 1927.

Connecticut life companies carry 13.46 percent of all ordinary business reporting to the insurance department in force as of Dec. 31, 1927.

Connecticut life companies carry 28.61 percent of all ordinary business in force in Connecticut as of Dec. 31, 1927.

Connecticut life companies carry 43.22 percent of the group insurance reported to the insurance department as of Dec. 31.

Connecticut companies carry 78.72 percent of the group business in force in Connecticut as of Dec. 31.

At the end of 1927 there were 41 life companies doing business in Connecticut, of which six were Connecticut companies. In addition there were three Connecticut life companies transacting casualty business, and seven life companies of other states doing casualty business in the state.

Leading Companies

The leading companies for ordinary life in Connecticut in 1927 were as follows:

Metropolitan Life	\$ 34,804,576
Prudential	19,789,868
Travelers	18,900,540
Connecticut General	11,847,555
John Hancock Mutual	10,317,159
Aetna Life	9,586,530

With regard to ordinary business in force in Connecticut the same companies led, but in the following order:

Metropolitan Life	\$206,429,078
Travelers	94,216,180
Prudential	89,074,588
Connecticut General	76,685,990
Aetna Life	63,711,823
John Hancock Mutual	59,925,710

Mortality Figures

The ratio of actual to expected mortality for all life companies reporting to this department was 55.4 percent for 1927 as compared with 55.9 percent for 1926.

For all life companies reporting to the insurance department, the first year expenses averaged \$28.92 per \$1,000 of insurance written in 1927. For Connecticut companies, this figure was \$20.21 per \$1,000. Both figures are slightly higher than the corresponding figures for 1926.

At the same time, commissions on new business increased from 44.62 percent to 45.14 percent of the gross premium. Renewal commission showed a decrease, however, averaging 3.07 percent against 5.22 percent for 1926.

Aetna Conducts Group Cover School

Eighteen young men, selected from among the recent graduates of 17 American colleges, have commenced their studies in group insurance at a new school just opened at the home office of the Aetna Life. The students will remain in Hartford until September, when the school will be concluded and the students assigned to their various posts.

The school, which is in daily session, is being conducted by Superintendent Paul Watt under the supervision of Assistant Secretary Boyce Thomas, assisted by John P. Daly of the home office group department.

FEW CANDIDATES FOUND FOR MYRICK'S SUCCESSOR

SPECULATION AS TO OFFICE

Not Many Seen as Likely Prospects
for Presidency of National
Association

With the approach of the annual convention of the National Association of Life Underwriters, there is much speculation as to who will be the successor to Julian S. Myrick of New York as president of the organization. Thus far there has not been much comment among those active in association work and the names suggested as likely candidates are few. This does not mean that there will not be a wealth of material offered at the Detroit meeting, but at present there is not a wide range of possible candidates looming on the horizon.

First and foremost, of course, is Mr. Myrick, himself. He has made an outstanding record as president of the association and has proven himself one of the most diplomatic, most efficient and most liked executives in the post. But it is not likely that he will be a candidate for reelection, as one term has usually been sufficient strain on the time and energy of the occupant of this office. Should he be, he would be heartily greeted by many in the field.

Mention Furey and Clark

Among the outsiders, the ranks are thin of those who are prominent nationally and at the same time active in association affairs. Two outstanding men have been mentioned, but the availability of either of these is questionable, as both have, in the past, refused to recognize the offers of the post extended by their friends. One of these is William M. Furey, general agent for the Berkshire Life at Pittsburgh, one of the old war horses of the National organization. Mr. Furey is an outstanding man and ably fitted for the post. For 18 years he has been on the executive committee of the National Association and in that period has not missed a single session. This year he has been chairman of the executive committee. He has been president of his local association and also president of the Pittsburgh Chamber of Commerce, the largest body of its kind in the country. Whether he could be prevailed upon to take the office, however, is questionable, as he has been approached in the past and has persistently turned down the appeals that he accept the post.

Paul Clark Prominent

Another whose name has been heard is Paul Clark, general agent for the John Hancock Mutual at Boston, one of the outstanding men in the agency ranks. Mr. Clark was chairman of the program committee last year and has always been interested in the work of the National Association. He is a big agency man and well known throughout the country, having made a phenomenal record in agency building in Boston in the past decade.

In either of these cases, it would be the case of an easterner succeeding an easterner, which might create some demand from the west for its candidate. Who he would be is not known now, for there is at the present time no one in the west who has been active nationally and yet who has not yet held this office. The newer generation which has sprung into the dominance of the business today has been active locally, so that there are many who are able leaders and have proven this locally, but are in no way known beyond their particular section of the country. Darby A. Day, general agent at Chicago for the Union Central, might be an exception, but his work in connection with the new office he has just opened may

REPORT OF COMPANIES ON NEW BUSINESS FOR FIRST SIX MONTHS OF CURRENT YEAR

IN response to the request of THE NATIONAL UNDERWRITER, the life companies have been sending in their reports on new paid for business for the first six months of 1928 together with the new business paid for in the first half of 1927 and the increase in amounts of insurance in force over the figure for Dec. 31, 1927. The table also shows the increase in force for the first six months of 1927. For the most part the figures are closely approximated, as exact figures in the majority of cases are not yet available. Following are the reports received since last week's table was published:

	New Bus. P. D. first 6 mos. in 1928	New Bus. P. D. first 6 mos. in 1927	Inc. Ins. in force first 6 mos. in 1928	Inc. Ins. in force first 6 mos. in 1927
Acacia	\$27,573,450	\$26,245,600	\$17,735,152	\$18,440,000
Afro-American	202,500	138,000	94,500	
Alamo Life	2,384,000	1,907,000	1,248,000	1,073,929
American Life	9,130,572	9,130,572	617,242	
American Provident	1,023,742	921,100	617,242	
American Reserve	1,105,000	1,725,000	1,346,000	
Atlantic Life	13,049,128	11,106,718	5,100,205	4,088,965
Baltimore	2,021,058		367,841	
Bankers National, Colo.	3,899,756	2,216,065	2,194,084	1,337,652
Bankers National, N. J.	4,500,000		4,200,000	
Bank Savings	6,139,705	7,234,561	94,856	4,545,852
Bankers Ia.	63,286,520	95,058,769		
Business Men's	18,012,963	13,811,214	8,374,605	6,132,229
Canada	74,652,443	68,327,201	68,854,643	61,834,370
Central States	8,403,769	7,281,116	2,421,205	2,479,477
Columbus Mut., O.	10,608,419	10,567,451	6,366,088	234,056
Chicago National Life	17,566,842	15,712,710	4,853,252	
Commercial Ins.	343,390	17,585,042	7,225,813	208,795
Commonwealth	21,193,893			5,884,045
Convention Life, Toronto	20,415,001	18,195,226	12,137,094	
Conservative	3,957,000	3,207,000	1,575,000	1,248,033
Continental Assur., Ill.	14,677,701	14,761,121	6,604,985	8,159,000
Continental Life, Mo.	8,427,318	9,468,763	616,264	
Crown Life	14,213,430	12,861,320	7,818,729	6,189,744
Des Moines	2,800,292	3,195,328		
Elkhorn	452,000	480,000	205,000	
Equitable Savings	2,320,704	1,226,000	227,304	
Equitable, Ia.	47,000,000	44,250,000	27,000,000	26,000,000
Farmers Life Ins. Co.	1,326,652	784,648	700,000	57,032
Fidelity Mutual	25,214,819	24,793,408	9,756,000	11,963,518
Grange	2,426,868	2,663,884	500,000	1,300,000
Great American	536,624	741,516	204,892	
Great Southern Life	20,921,834	18,216,018	7,196,063	
Guardian	35,021,087	33,773,755		
Home Life, N. Y.	27,184,529	20,389,722	12,624,026	8,606,872
Imperial, N. C.	524,000	375,000	285,000	
Imperial, Can.	21,273,512	20,116,531	13,210,370	
Indianapolis	10,600,000	9,069,582	6,350,000	7,000,000
King Mutual	120,000	80,000	40,000	
Kansas	5,661,875	3,146,547	3,039,172	
Life Ins. of Virginia	32,869,404	32,191,103	18,694,313	5,632,989
Lamar	5,909,994	5,546,399	3,159,692	2,210,108
Lincoln Liberty	2,241,906	1,465,334	1,108,000	
Lincoln National	73,571,155	66,178,198	28,589,000	23,500,000
Mid-West	1,544,246	1,587,848	423,000	259,000
Manufacturers	45,641,158	39,866,528	34,658,132	1,500,000
Massachusetts Protective	3,614,500	3,023,500	1,825,000	
Minnesota Mutual	18,951,371	15,323,579	7,768,545	5,332,781
Montana	5,860,000	4,955,500	1,750,000	1,475,000
National, Tenn.	12,628,472	11,519,000	5,648,734	1,500,000
National, Vt.	36,800,198	39,401,444	17,858,509	20,986,777
New World	2,436,793	3,422,577	1,135,832	150,000
North American	27,146,400	25,881,600	18,306,800	
Northwestern National	25,892,711	23,704,659	2,188,052	9,980,382
National, Canada	4,111,000	3,711,000	1,228,000	1,200,000
Ohio National	8,252,959	6,612,770	2,137,360	1,484,647
Old Line Ins., Neb.	2,979,550	2,490,750	488,800	
Pacific Mutual	43,200,000	45,752,927	15,700,000	18,327,000
Pan-American	15,427,380	16,190,243	3,928,635	5,543,638
Penn Mutual	126,492,123	115,311,254	68,491,205	
Philadelphia	6,076,721	6,351,370	1,015,712	1,379,492
Phoenix Mutual	44,500,000	39,492,308	20,000,000	18,000,000
Pilot Life	9,751,963	9,219,624	4,400,000	2,614,982
Presbyt. Min. Fund.	3,258,384	3,170,384	88,000	
Prairie	1,390,749	1,314,652	215,881	
Protective	2,894,574		805,749	
Provident L. & A.	4,597,950	3,778,518	731,651	900,632
Provident	67,000,000	61,000,000	35,000,000	29,000,000
Register	3,189,781	2,477,647	1,422,582	589,456
Reliance, Pa.	32,930,812	30,689,842	27,625,740	
Reserve Loan	10,298,330	11,830,651	1,596,801	2,540,672
Seaboard	2,025,000	1,630,000	1,363,000	
Sentinel	2,125,000	1,221,271	818,805	
Southern States	61,577,837	1,141,976		
Southland	13,607,054	1,221,271	4,913,078	3,985,309
Southern Union	9,113,000	4,318,000	4,304,000	
State Mutual, Mass.	36,921,611	35,336,810		
State Reserve, Tex.	1,300,000	873,584		
Sun Life Ins. of Amer., O.	2,979,579		2,979,579	
Sun Life of Amer.	7,756,556		1,996,789	
Supreme L. & Cas.	797,500	526,500	325,500	
Teachers Annuity Assn., N. Y.	2,110,333	1,983,303	427,030	
Toledo Travelers	982,000	970,219	1,141,750	
Travelers Equitable	1,062,500	604,500		
Union Cooperative, D. C.	23,450,000	16,462,133	23,325,305	
United L. & A., N. H.	2,537,852	5,087,130	1,865,706	
Union Life	750,000	249,650	750,000	
Volunteer State Life	8,160,412	8,996,843	886,406	1,777,105
Western & Southern, O.	20,785,724	23,529,625	6,526,956	12,119,780
Western Southern, Ind.	70,051,929	83,341,987	10,955,210	17,880,000
Wisconsin National	3,625,307	13,020,263	1,747,967	

keep him from even considering the work and his withdrawal from the business for a year or two took him out of association work for a time.

Detroit Life "President's Month"

The "President's Month" campaign conducted in June by the agency

organization of the Detroit Life, in honor of President M. E. O'Brien's 17th Detroit Life anniversary, resulted in new business totalling \$3,134,417. The June business brings the total for the first six months of 1928 to \$13,950,647. The Detroit Life now has over \$74,000,000 of insurance in force on the lives of its Michigan policyholders.

PENN MUTUAL LIFE PUTS FOUR SPECIALS IN FIELD

WILL ASSIST GENERAL AGENTS

W. A. Conway, Stavert Hudson, James L. Taylor and James A. Preston
to Do Agency Building Work

To make more effective its agency expansion program, the Penn Mutual Life has divided the country into three zones, and to each has assigned a home office representative. They will act as liaison men between the home office and the general agencies and will assist the general agents in securing, training, and supervising new agents as well as in making more effective other portions of the program.

William A. Conway has been assigned to the eastern zone, with headquarters in Philadelphia. Stavert Hudson takes the middle zone, with headquarters in Chicago. James L. Taylor will be stationed in the western zone, with his office in San Francisco. James A. Preston will work on special assignments direct from the home office.

Conway in Business Since 1910

Mr. Conway came to life insurance in 1910, and from 1910 to 1925 he served first the Massachusetts Mutual Life and then the Travelers as a member of their home office staffs. In 1925 he left the home office of the Travelers for agency activities.

Stavert Hudson is a graduate of Dartmouth and was in the naval air forces during the war. For a time following he was promotion sales expert for the Goodyear Rubber Company. Then came five years with the Missouri State Life, as assistant manager at Pittsburgh, superintendent of agencies for the eastern division, and branch manager of the Minneapolis and St. Paul agencies.

Taylor Competent Organizer

Mr. Taylor is a product of Arkansas. During the war he served a year as General Pershing's private secretary. His life insurance experience was gained with the Gordon H. Campbell agency of the Aetna Life in Little Rock, and with the Equitable, working in New York. He has done much work as an organizer. Mr. Preston is a graduate of Washington University. He joined the home office of the Missouri State Life in 1919, where he established that company's training school for supervisors and assisted in writing the correspondence course. In 1922 he took charge of the company's Arkansas agency. In 1926 he went with the Phoenix Mutual Life and last year joined the Penn Mutual to engage in field organizing.

Convention Train Derailed

The special train on the Canadian Pacific railway carrying the "Quarter Million Club" of the Missouri State Life to its convention in Quebec, was derailed near Montreal on July 8. A negro porter was injured slightly. The train contained most of the members of the club and various company officials from St. Louis.

Equitable of N. Y. Lends \$7,409,289

During June the finance committee of the Equitable Life of New York authorized mortgage loans in the amount of \$7,409,289, of which \$6,267,300 represented city loans and \$1,141,989 farm loans.

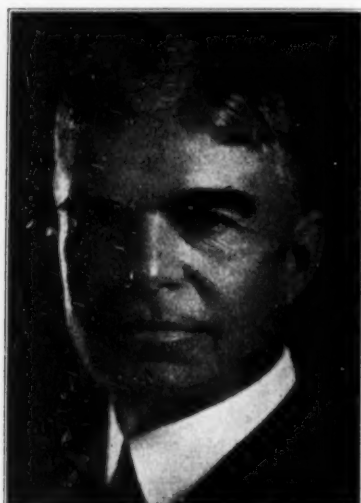
There were 1,074 city loans on residences and apartments accommodating 1,369 families and 13 loans on business properties distributed in various cities. The principal states in which farm loans were approved were Iowa, Illinois, Kansas, South Dakota and Oklahoma.

FARMERS NATIONAL CONTROL IS BOUGHT

MASSEY WILSON BIG FACTOR

**New Owners Announce They Will
Enlarge the Company and Make
It More Aggressive**

Announcement is made this week that Massey Wilson, former president of the International Life of St. Louis and now president of the Agricultural Life of Bay City, Mich., and the Federal Reserve Life of Kansas City, Kan., and associates, have purchased the control of the Farmers National Life of Chicago. Associated with Mr. Wilson in the enterprise are J. D. DeBuchannane, president of the Mississippi Valley Life, and Paul L. Temple, vice-president and secretary of the Mississippi Valley Life. The negotiations were largely conducted by Mr. Temple. President B. F. Biliter and his associates in the Farmers National have resigned, including Executive Vice-President William R. Presnall, who has been the active head of the company.



MASSEY WILSON

**Prime Factor in Purchase of Farmers
National Life**

John V. Sees of Huntington, Ind., who is general counsel of the Farmers National Life, is one of the directors of the Mississippi Valley Life.

A. O. Hughes, vice-president and manager of agencies, is continued in his position, as are members of the office staff. President Biliter sent out a letter to stockholders, stating that he had received an offer of \$30 a share for his stock and he sold his holdings with the understanding that all others who wished to do so, could accept the offer at this price, provided the stock was deposited in the National Bank of the Republic in Chicago by noon July 9. The purchasers deposited with this bank \$50,000 as a guarantee of good faith.

New Officers Chosen

New officers have been elected as follows:

E. W. Merritt, Jr., president, being vice-president of the Federal Reserve Life; D. H. Holt, executive vice-president and treasurer, he being vice-president of the Federal Reserve; John J. Kalousek, vice-president, who is also connected with the Federal Reserve; Alexander Green, secretary. Mr. Green is connected with Frank Bushman, who is president of the General Casualty & Surety of Detroit. Massey Wilson becomes a director and will later be made chairman of the board. E. A. Henning, an attorney at Kansas City, Frank Bushman, M. E. Johnson of Detroit and Frank O'Connell, together with the officers, become directors. The directors of the Farmers National who have re-

DURATION OF CONTESTABILITY CASE

THE Circuit Court of Appeals in construing the duration of the contestability of an insurance contract, held that in construing a contract where the computation of time is to be made from a specific day and not from the occurrence of an event on that day the first day must be excluded, the word "from" excluding the day of date.

Appeal for the district court for the Southern District of Florida.

Text of Opinion

The full text of the opinion of the court, delivered by Judge Foster, follows:

On June 3, 1926, appellant filed a bill to cancel a policy on the life of Finley S. Bullock, on the ground that it was obtained by false representations as to material facts which, if truthfully stated, would have caused the application to be rejected.

The policy was dated June 3, 1924, and contained the following causes:

"This policy takes effect as of the third day of June, 1924, which day is the anniversary of the policy."

"Incontestability.—This policy shall be incontestable after two years from its date of issue except for non-payment of premium and except as to provisions and conditions relating to disability and double indemnity benefits."

A motion to dismiss the bill as filed too late was sustained. That is the only question presented on this appeal.

Many Conflicting Opinions

The question presented is somewhat perplexing owing to the many conflicting decisions more or less in point. (See note to Halbert vs. San Saba Springs Land & Livestock Assn., 49 L. R. A., 193.)

It would be useless to try to reconcile or to distinguish the many conflict-

signed are Ben F. Biliter, W. R. Presnall, W. C. Ivans, A. O. Hughes, Dr. S. E. Stanton, H. P. Swindeman and John E. Kenney.

The Farmers National has \$200,000 capital. It started in business in 1913 and has operated chiefly in rural territory. It has upward of \$40,000,000 insurance in force and has been writing at the rate of about \$8,500,000 a year. Last year it wrote \$9,435,958. Its assets are \$3,998,222. Its unassigned funds and capital amount to \$510,905. It will be the plan of the new management to consolidate other companies with the Farmers National and make it a more aggressive institution.

Mr. Temple has been located at the Farmers National Life head office since the negotiations were closed and has been Mr. Wilson's representative in handling the deal.

Mr. Temple's Statement

Mr. Temple in a statement to stockholders says:

"It is our purpose to continue the conservative and constructive policies of the former management, which have been successful in the past. The company has now reached the stage where rapid expansion is possible and desirable. The new management has under consideration definite plans that will bring about this expansion. It is proposed to merge and consolidate immediately, other companies, which, when effected, will more than double the business in force and the present assets of the company. You will, of course, appreciate that this vast increase in business, and assets, will materially increase the value of your stock. Our goal is \$100,000,000 of business by Jan. 1, 1929."

The Mississippi Valley Life has just negotiated to take over the Universal Life of St. Louis. Mr. Temple and his associates were interested in this negotiation.

The Insurance Investment Company of St. Louis, headed by Mr. Wilson, is

ing cases. Although there are cases to the contrary, it may be considered fairly well settled that in construing a contract or a statute where the computation of time is to be made from a specific day and not from the occurrence of an event on that day, then the first day must be excluded.

The word "from" excludes the day of date. Bert vs. Polk, 18th Wall. 112; Dutcher vs. Wright, 94 U. S. 533; The South Staffordshire Tramways Co. vs. The Sickness and Accident Assurance Assn., 1 Law Reports, Queen's Bench Division, 402; Hicks vs. National Life Insurance Co., 60 Fed. 690; Supreme Council Am. L. of H. vs. Gootee, 89th Fed. 941; Eliot Nat. Bank vs. Gill, 210 Fed. 933, Affirmed 218 Fed. 600; Siegel-schiffer vs. Penn Mut. Life Ins. Co., 248 Fed. 226; Zimmerman vs. United States, 277 Fed. 965; Leeper vs. Lemon G. Neely Co., 293 Fed. 967, See Mutual Ins. Co. vs. Hurni Co., 263 U. S. 167.

Clauses Express the Agreement

We are mindful that any ambiguity in the policy is to be construed against the insurer, but we think that the clauses above quoted clearly express the agreement that the period of two years within which the policy might be contested began to run from its date and therefore the rule above stated would apply.

The suit was filed on the last day of the period within which the policy could be contested, therefore was in time.

Entertaining these views it follows that the judgment appealed from must be reversed and the case remanded for further proceedings not inconsistent with this opinion. Reversed and Remanded.

New York Life, Appellant, vs. Finley S. Bullock et al. Circuit Court of Appeals for the Fifth Circuit.

CHANGES IN MONTANA LIFE

Promotions Made Following Death of Dr. Oscar M. Lanstrum, Vice-President and Associate Medical Director

Following the death of Dr. Oscar M. Lanstrum, vice-president and associate medical director of the Montana Life, Dr. B. C. Brooke, who has been a vice-president and medical director, assumed the vice-presidency made vacant by the death of Dr. Lanstrum. Carl Rasch of Gunn, Rasch, Hall & Gunn, counsel for the Montana Life, who has been a director, was elected to the vice-presidency vacated by Dr. Brooke. T. B. Miller, chairman of the real estate and investment committee, was elected vice-president to fill the vacancy caused by the retirement of C. E. Herfurth some months ago. Judge Rasch was also made a member of the executive committee.

Dr. Lanstrum died suddenly in his office in the presence of Dr. Brooke and President H. R. Cunningham. He was born in Galesburg, Ill., Nov. 26, 1869, and graduated from Knox College and the University of Illinois medical college. He served two terms in the Montana legislature, was chairman of the Republican state central committee, candidate for United States senator in 1918 and was Republican national committeeman from Montana at the time of his death. For a number of years he was publisher of a daily paper at Helena. He was vice-president of the Tru-Blu Biscuit Company of Spokane. He was interested in a number of business enterprises.

the purchaser of the Farmers National. The holding company also owns the Agricultural Life and the Federal Reserve Life and the Security Mortgage Corporation of Detroit. It is thought in time the three life companies will be merged.

NORTHWESTERN MUTUAL PROGRAM NOW COMPLETE

SENATOR KESSINGER TO SPEAK

**Program of Annual Agents Meeting at
Milwaukee Includes Chicago
Advertising Agency Man**

MILWAUKEE, WIS., July 12.—Senator H. C. Kessinger of Aurora, Ill., will be the principal speaker at the meeting which the special and district agents of Northwestern Mutual Life will hold the evening of July 23, during the annual meeting of association of agents at the home office. Senator Kessinger of the Illinois legislature is known as the "boy senator" and is editor of Kessinger's Mid-West Review.

With the acceptance from him the program for this meeting is completed. John Benson of the Benson & Gamble advertising agency, Chicago, will address the agents on the value of national advertising and C. F. Axelson, leading agent in the Hobart & Oates agency, Chicago, will speak on a subject to be assigned during the business session, which will precede the rest of the program.

SPRINGFIELD COMPANY OUTSTANDING MONTH

June was a banner month in many ways for the Abraham Lincoln Life of Springfield, Ill. In number of new agency connections it was an outstanding month. More new agency offices were opened than in any other month since the company has been in operation. During June the Abraham Lincoln established an office at Detroit, Mich., which will operate under the name of the Protective Insurance Agency. June was "Policyholders Service Month." Various pieces of attractive literature were gotten out and sent to policyholders. The agents got in touch with policyholders. The volume of business written was in excess of \$750,000. On June 30, the Abraham Lincoln Life closed its "Rail Splitter Club" year. The "Rail Splitter Club" convention will be held in Detroit, Aug. 6-8. The three days will be divided up for educational conference and pleasure.

Missouri State Life Record

The Missouri State Life added \$52,093,892 to the total amount of insurance in force the first six months of 1928, a gain of 47 percent over the same period for 1927. In June, 1928, the company had a total of \$809,463,505 of insurance in force as against \$706,255,424 on the same date of 1927. Of the amount in force on June 30, 1928, \$588,984,775 was ordinary and \$220,478,730 group insurance.

Change in Executives

Effective July 15 the following changes in the executive personnel of the Fidelity Union Life of Dallas have been announced by President Carr P. Collins: E. F. White, former assistant manager of the Aetna Life at Dallas, vice-president and secretary in charge of agencies; Earl B. Smith, one of the leading bankers of Mart, Tex., vice-president and treasurer; Dr. George L. Carlisle, medical director. Mr. White is president of the North Texas Association of Life Underwriters.

McGinnis Joins Bankers National

F. F. McGinnis, until January president of the Agricultural Life of Bay City, Mich., organizer and president of that company and with it until June 30, has joined the Bankers National Life of Jersey City as superintendent of agents of the Chicago Division.

Of Course He Dislikes Your Talking About It

*Yet it sells more life insurance
than all the rest combined!*

The strongest appeal life insurance makes is the emotional appeal. The appeal digs deep. It cuts through to that instinctive desire of man to protect his LOVED ones. Yet for a comparative stranger or even a close friend to play upon this intimate feeling is resented by the average prospect.

Here is life insurance's greatest appeal—but so delicately must it be handled that often it is subordinated to a minor role. Instead of being utilized to the fullest—it is often masked behind a less powerful advantage.

Here indeed is a predicament—apparently we must waste our greatest appeal or at best run the risk of offending UNLESS there is another way to BRING HOME to the prospect the greatest gift of life insurance—protection of loved ones.

Hire 100 Salesmen for as low as **\$5.50** a month

If you have already seen a copy of the Estate-O-Graph you know the answer. For the Estate-O-Graph is the answer. Here in an eight page rotogravure magazine are things that you might well hesitate to talk face to face with your prospects but appear tactful enough in type. The Estate-O-Graph recognizes the TREMENDOUS emotional appeal of life insurance. It recognizes that though often crudely done this one appeal has sold more life insurance than all others combined. So the Estate-O-Graph sets out to present in most dignified tactful language and with PICTURES the greatest appeal life insurance can make. It shows—it picturizes each month in the privacy of your prospects' own home—with his wife and kiddies near him—the VITAL NECESSITY of life insurance to the man who really LOVES his family.

In a word the Estate-O-Graph helps keep life insurance's greatest appeal (as well as the others) before the prospect—something you could not possibly do as often or as unobtrusively.

PICTURES are the medium of universal appeal—The Estate-O-



The National Underwriter,
Insurance Exchange,
Chicago, Illinois.

With the understanding that there is absolutely no obligation in making this request please send me a sample copy of THE ESTATE-O-GRAPH and a copy of the 24-page booklet about this picture magazine.

Name State
Street City

Graph adopts the successful rotogravure picture magazine to the business of selling life insurance. There is a Chinese Proverb that says a picture is worth 10,000 words—the success of the Estate-O-Graph reiterates the truth of this statement. Today over 150,000 copies are being used by life insurance men every month to sell life insurance.

If you were to get out such a SALES producer of your own, each issue would cost you thousands of dollars—yet for a few dollars a month you can now publish this PROVEN life insurance picture magazine. Your name and yours only appears on the front page each month. 100 copies of the Estate-O-Graph may be had for as little as \$5.50 a month—write for free 24 page profusely illustrated descriptive booklet on the Estate-O-Graph—Use the coupon please.

THE ESTATE-O-GRAPH Published by The National Underwriter
Insurance Exchange — Chicago, Illinois

NYLIC INCENTIVES and AIDS TO SUCCESS

Only 3 $\frac{1}{3}$ % Term

In 1927 Nylic Agents placed over \$927,000,000 of New Insurance, distributed by policies as follows:

Whole, and Limited	Number	Amount
Payment, Life	255,226	\$791,308,900
Endowments	48,182	104,881,500
Term	4,907	31,277,600
Total	308,315	\$927,468,000

Term Insurance was only about 3 $\frac{1}{3}$ % of the Total

Most underwriters agree that, in general, life and endowment policies are best for policy-holders.

Nylic rules and training strengthen Nylic Agents for meeting "sales resistance." Consequently they do not use Term Insurance as an easy answer to "I can't afford it."

"Is it any wonder that, measured by usual standards, Nylic agents are industrious, persistent, satisfied and happy?"



New Home Office Building now being erected on the site of the famous old Madison Square Garden

NEW YORK LIFE INSURANCE COMPANY

DARWIN P. KINGSLEY, President

346 BROADWAY, NEW YORK

AS SEEN FROM NEW YORK

By C. C. NASH, JR.

STUDY OUTDOOR RECREATION

Another valuable study has come from the Policyholders Service Bureau of the Metropolitan Life, being report No. 76 of this department which is in charge of Vice-president James L. Madden. This report is on "Outdoor Recreation for Employees" and analyzes the extensive work done in this connection throughout the country today. The report is the result of a study of the methods in some 50 of the outstanding concerns of the country and shows the progress made in recent years in caring for the physical welfare of employees. Work-hour recreation, noon-time sports, evening games, and summer camps are all considered and their benefits, as vouched for by those using these plans, listed. The purpose of the work is summed up in a quotation from George B. Cortelyou, president of the Consolidated Gas Company of New York, who said, "The development of mental alertness and physical vigor; the building of a spirit of teamwork based on an understanding of special effort as a requisite to success, are the main resources of each individual which we are grateful to call upon in the countless emergencies of everyday life."

FRASER SHOWS GAIN

Even during the absence of its leader, Peter M. Fraser, the Fraser agency of the Connecticut Mutual Life in New York can maintain an enviable record, reporting \$1,680,000 for June business, despite the summer vacation

lull. This brought the total for the year to \$13,450,620, a gain of \$2,500,000 over the first half of last year. The agency reports that its increased business seems to be largely due to an improvement in the quality of business, the average size of policy having greatly increased during this half year. Mr. Fraser, who has written a record volume of business during the past year in addition to making a record as president of the New York Association of Life Underwriters, is in Europe on a two months vacation and is expected back the latter part of this month.

SAVILLE IS SUPERVISOR

Randolph M. Saville has been supervisor of brokerage service in the New York office of the Canada Life, to assist Manager H. W. Jones. Mr. Saville has been at the home office at Toronto for some time and is well grounded on its policies and its methods and practices of selection.

TAKES BIG GROUP LINE

Addition of a \$15,000,000 group policy on the employees of the Public Service Corporation of New Jersey in the Prudential makes those employees among the most heavily insured group policyholders in the country. They previously carried nearly \$17,000,000 and this combination covers them for amounts ranging from \$2,000 to \$10,000 each. There are 13,000 employees throughout the state of New Jersey and 89 percent have entered into the revised group.

HEFFELFINGER DIRECTOR OF NORTHWESTERN NATIONAL

Frank T. Heffelfinger, president of F. H. Peavey & Company, largest grain firm in the world, has been elected to the board of directors of the Northwestern National Life, it was announced by O. J. Arnold, president of the company. Mr. Heffelfinger succeeds F. C. Van Dusen, who died May 27.

Mr. Heffelfinger has been identified with F. H. Peavey & Company since 1898. In addition to his many business activities, he is prominent in Minneapolis civic affairs, being a director and past president of the Minneapolis Civic & Commerce Association and chairman of the 1929 Community Fund drive, having held that office also in 1928.

President Howland Honored

When President Fred A. Howland of the National Life of Vermont started on his trip to Europe some of the men in the general agents' association proposed a campaign for new business in his honor. This was carried out under the direction of George M. Robinson, president of the general agents' association. The volume of business produced was \$12,296,000 from May 1 to June 15. The agencies writing the largest amount of business during this time were Wells, Meissel & Peyser of New York, \$1,208,500; the Cleveland agency, \$1,195,000; the Woodward agency in Chicago, \$663,000; Detroit agency, \$587,000; Boston, \$496,000. The campaign was conducted without any publicity and every one connected with the organization was on his toes to honor President Howland.

Arrange Pension Plan

The Louisville & Nashville Railroad has arranged for payment of pensions to its 50,000 employees with the Inter-Southern Life. Payment will be made to employees when they become disabled or sick or after they are 65 years old and retire from service. The minimum pension to be paid will be \$25 a month and the maximum \$100. No medical examination will be required.

JOHN HANCOCK MUTUAL CITY AND FARM LOANS

Reports issued by the John Hancock Mutual Life regarding its investments during the first six months of 1928 show that a substantial part of its funds have gone into farm and city mortgage loans.

The total amount of such loans for the six months ending June 30 amounted to \$27,681,799. Of this amount \$10,241,091 represented mortgages on 1,415 farms, and \$17,440,708 on 1,071 city properties. The latter included 846 private dwelling houses and 197 apartment buildings.

Interest Earnings Are Factor

An interesting factor shown in the report is the interest earnings on this class of investments, which for the farm loans average 5.25 percent and for the city loans 5.74 percent, on the funds so to be invested.

During June only the total acceptance of this class by the company amounted to \$3,755,963, to yield an average rate of 5.49 percent, the interest on farm loan applications accepted during that month averaging 5.29 percent and on city properties 5.60 percent.

Publicity Not Enough

Insurance is a commodity that merits payment in cash and not in advertising. Justice George E. Pierce held in a Supreme Court trial in Buffalo in the case of Mrs. Ethel N. Slick against Andy Cohen, second baseman of the New York Giants. Mrs. Slick sued Mr. Cohen for a premium on a policy sold to him covering his mother's life, the sale being made when he was a member of the Buffalo International League team last year.

The defense was that the advertising Mrs. Slick would receive for having sold insurance to so prominent a personage would be payment for the premium instead of for cash. Justice Pierce held otherwise and directed a verdict of \$318 in favor of the plaintiff, this being the premium in full with interest from date due.

Suggestions Are Made for Meeting Objections

The New York Life gives the following suggestions in meeting standard objections:

Try this on the procrastinator: "Suppose your fire insurance policy expired today! You would say to yourself: 'The house may burn down tonight.' You would look up the insurance agent and renew the policy at once. Please don't consider the insurance on your life less important than the insurance on your house."

Try this on the man who thinks he can't afford it: "If you could afford it how much would you take?" or "If you were going to insure what kind of a policy would you take?" or "If I could arrange this for you, who would you make the beneficiary?"

Try this on the man with no dependents: "Do you realize that before many years there will be an old man dependent upon you? That is yourself."

Try this on the man who is saving his money in other ways: "Then why do you not save your fire insurance premiums in the same way? Here is the reason: Because one building in twelve hundred and sixteen burns down, and you are afraid yours may be that one. But for every life there is a death. And yet, if your house burns you can still make money and build another, while if you die nothing can ever replace your money-making ability except life insurance. Fire insurance is a matter of choice, life insurance of necessity."

Try this on the single man: "You are making today more money than you need to spend on yourself. When you marry it may be hard to earn all that you must spend. Insure now while

EXAMINATION QUESTIONS FOR DEGREE OF "CHARTERED LIFE UNDERWRITER"

THE first examinations of the American College of Life Underwriters have just been completed. The examinations prepared under the direction of Dr. S. S. Huebner, dean of the college, were quite comprehensive. Examination centers were established at universities and colleges located in California, Washington, Minnesota, Indiana, Texas, Ohio, Nebraska, Oklahoma, Pennsylvania, New York, Michigan, and Massachusetts. Additional centers will be established if the need arises.

Applications were received from a large number of states and the applicants represented were of the highest order. It is interesting to note that several million dollar producers were among those taking the first examination.

It is expected that the second C. L. U. examinations will be held in December of this year. The number of de-

you can afford it and get started." Or "It is, as you say, a fine thing for a married man. But it is also a splendid plan for any man who has someone he loves and to whom he would like to give some very substantial evidence of his affection. Is your mother living?"

Try this on the man who must talk it over with his wife: "As a rule, that is a fine thing to do. But there is one thing you usually do not discuss with her, that is giving her a present. You like to buy something nice or valuable for her and then say, 'Here is something I thought you would like.' Life insurance is the finest present you can give your wife."

grees issued each year will be limited. The men attaining this high honor, however, will represent the very highest ideals in professional life underwriting.

The first examination questions included:

Life Insurance Fundamentals

(a) Economics of Life Insurance. (Answer 4 questions.)

1. Give seven specific uses of life insurance for the individual policyholder.

2. What is a trust company? What are the beneficial results of trust company and life insurance company cooperation?

3. Explain the various ways in which life insurance proves helpful in connection with the settlement of estates.

4. State the economic advantages of life annuities.

5. Define so-called "partnership life insurance," and explain briefly the economic advantages derived therefrom.

(b) Principles and Practices. (Answer 4 questions.)

1. a. What objections are customarily raised against term life insurance policies? b. What is meant by a convertible term policy and explain the reasons for the inclusion of the convertible feature.

2. Contrast ordinary life insurance and endowment insurance, pointing out the differences in purpose and scope of the two types of contracts.

3. From the following data calculate the net annual level premium on a \$1,000 five-year term policy, written at age 25:

Age	Number Living at Beginning of Designated Year	Number Dying During Designated Year
25.....	\$9,032	718
26.....	\$8,314	718
27.....	\$7,596	718
28.....	\$6,878	718
29.....	\$6,160	719

American Experience 3 percent.
Present values of \$1 at 3 percent due as follows:

1 year.....	0.970874
2 years.....	0.942596
3 years.....	0.915142
4 years.....	0.888487
5 years.....	0.862609

4. a. What is the meaning of the term "non-forfeiture privileges"? Explain such provisions. b. What is meant when a company is referred to as a "legal reserve company"? c. What is the nature of a life insurance dividend and what disposition may the policyholder make of such dividends when payable? Which of these is most expedient to him under ordinary circumstances and why?

Life Insurance Salesmanship

(a) Principles of Salesmanship. (Answer 5 questions.)

1. Discuss the pre-approach.

2. Discuss the approach. Give an example by dialogue of your favorite approach.

3. Discuss the use of "associated interests" in managing the interview.

4. Name six standard objections and your method of meeting those objections.

5. Discuss "testing for the close." Give three examples.

(b) Psychology of Life Insurance Salesmanship. (Answer 5 questions.)

1. In discussing attention, Overstreet refers to a "Putting-It-Up-to-You Technique." What are the advantages of such a method over an expository one?

2. Overstreet says: "No appeal to a reason that is not also an appeal to a want is ever effective." Discuss fully the meaning of this quotation.

3. What are the essential things to remember in trying to give your prospect a vivid imaginative picture?

4. In his chapter on Psychology of Speaking, Overstreet emphasized: voice, mannerisms and monotony. Discuss these.

5. Overstreet says that to change a person we must change a particular system of habits. Discuss the meaning of this statement.

6. What factors does Overstreet emphasize in his chapter on Diagnosing the Public? How would the intensifying of

Pioneering for Independence



PIONEERS move
to the frontier
for freedom • • Be a
pioneer in the life
insurance business
of your community.
• • Represent a com-
pany which makes
its investments in the
territory it serves
and has you bank
your premiums in
your local bank.

The Farmers & Bankers Life Insurance Company

H. K. Linsley
PRESIDENT

J. H. Stewart
VICE PRESIDENT

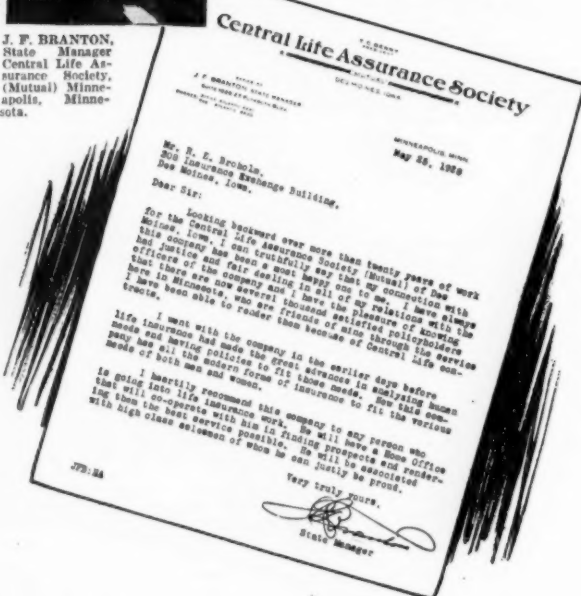
Frank B. Jacobshagen
SECRETARY

WICHITA, KANSAS



J. F. BRANTON,
State Manager
Central Life Assurance Society,
(Mutual) Minneapolis, Minn.

A Happy Connection



LIFE insurance salesmen will find much food for thought in this testimonial from Mr. Branton. In any field of endeavor, a happy connection is a consideration of great importance. Naturally, the value of this factor is enhanced when the connection is also profitable, and increasingly so. Mr. Branton's success is undoubtedly due, as he says, to the effective cooperation in finding prospects and in rendering service to policy holders. His record is further evidence of the value in being connected with an organization that is

Old Enough

to be thoroughly established

Young Enough

to offer exceptional opportunities

It is the policy of this company to favor younger men of character and initiative, energetic men who are willing to pay the price of success in hard work. For to such men we are willing and ready to give our fullest measure of cooperation.

T. C. DENNY

President

CENTRAL LIFE ASSURANCE SOCIETY

(MUTUAL)

Des Moines, Iowa



the following social habits increase interest in life insurance: child welfare, higher education, personal hygiene, thrift?

7. Discuss the technique of humor and the importance of this subject to the salesman.

*In future examinations, questions will not refer to any one authority.

General Education

(a) English. Write an essay of 800 to 1,000 words on any one of the following subjects:

1. Life insurance as an investment.
2. Life insurance as a means of creating and maintaining business credit.
3. Life insurance as a means of creating personal estates through systematic thrift. (The essay will be graded on the basis of all factors essential to the writing of good English.)

(b) Economics. (Answer 4 questions.)

1. Enumerate the factors that tend to fix prices and explain each briefly with a view to making its significance clear.

2. Define "production." Outline the several fundamental factors that cooperate in the work of production.

3. a. Define "monopoly" and state the causes of monopolies. b. What is meant by "monopoly price"? Can the monopolist charge any excessive price he pleases? Explain fully. 4. Define "interest" and explain how it is possible and why it must be paid.

(c) Sociology. (Answer 5 questions.)

1. a. What interest has the life insurance company in prolonging the lives of its policyholders? b. What forms of health work have life insurance companies undertaken in this country? c. How do you account for the greater longevity of annuitants than insured lives?

2. Discuss briefly how life insurance helps women to attain an independent status in present-day society.

3. a. Why should parents guarantee the higher education of their children through the medium of life insurance? b. Discuss briefly what is meant by "educational insurance." c. Enumerate the advantages of leaving charitable bequests through life insurance.

4. a. What are the essentials of a successful savings program? b. How do the assets of life insurance companies compare with those of building and loan associations, savings banks and new security issues? c. Why is thrift necessary in a country as wealthy as the United States?

5. a. What is meant by the social significance of life insurance company investments. b. Are life insurance assets growing faster or more slowly than the national wealth.

6. a. Briefly discuss the justice or injustice of life insurance premium taxation. b. Enumerate the kinds of special insurance taxes and briefly explain each.

Commercial Law

(Answer any 10 questions.)

1. Explain briefly each of the elements necessary to a contract.

2. In connection with the discharge of contracts by bankruptcy, explain two of the following: (a) The method of procedure to be followed by the creditor to obtain a share of his debtor's estate. (b) The exemptions allowed to bankrupts. (c) The management of a bankrupt's estate.

3. Explain (a) the agent's obligations to his principal, and (b) the principal's obligations to his agent.

4. Outline the steps necessary for the formation of a business partnership.

5. Outline the rights and obligations of a partner to his fellow partners in the business firm.

6. Outline the steps necessary for the formation of a corporation.

7. Explain briefly the powers of a corporation.

8. Outline the principal rights and liabilities of stockholders in a corporation.

9. As regards a mortgage of realty, explain briefly: (a) The obligations of the mortgagor to the mortgagee. (b) The obligations of the mortgagee to the mortgagor.

10. Name the parties to a suretyship contract and as regards each such party outline his essential duties to the other parties.

11. Outline the duties of executors and administrators of decedents' estates.

Finance

(Answer any 10 questions.)

1. State the following: (a) Advan-

Occupations Listed That Are Subject to Seasonal Fluctuations

THE Aetna Life presents a list of activities and vocations that are subject to seasonal fluctuation. Agents, therefore, can well afford to study the times when these trades or businesses are prosperous and when everything is going strong. A list of this kind is worth careful analysis. Here are the occupations by the Aetna Life:

Manufacturing

Agricultural machinery and implements.

Automobiles, automobile supplies and accessories.

Boots, shoes and leather goods.

Cigars and tobacco.

Clothing and dry goods.

Drugs, chemicals, and druggists sundries.

Electrical apparatus.

Flour and feed mills and grain elevators.

Foundries, forges, and rolling mills.

Furniture and office and store equipment.

Hardware and household utilities.

Packing house products.

Publishers and printers.

Textiles.

Wholesale

Electrical apparatus.

Food and food products.

Retail

Creameries and dairies.

Drugs, chemicals and druggists' sundries.

Grocers, meat and delicatessen shops.

General

Agricultural pursuits.

Auditing companies and public accountants.

Doctors and lawyers.

tages and disadvantages of the business partnership as compared with individual proprietorship. (b) Advantages and disadvantages of the business corporation as compared with the business partnership. (c) Advantages and disadvantages of the business trust as compared with the corporation.

2. Classify the essential features differentiating various classes of preferred stock.

3. Explain the different methods of marketing new securities that are employed by corporations to obtain new capital funds.

4. From the standpoint of the merchant's needs, what are the general classes of credit? Define and describe each briefly.

5. What advantages have accrued to business men, from a credit standpoint, by virtue of the Federal Reserve system as contrasted with the old national banking system.

6. Summarize the advantages of the federal bankruptcy act over state insolvency laws.

7. State and illustrate the basic economic functions of a commercial bank.

8. Outline the principles of procedure followed by commercial banks, when financing business men, in determining the amount of credit that may safely be extended.

9. Explain the fundamental services of an investment bank.

10. As compared with individual trustees, state the advantages of having a trust company administer individual trusts.

11. Classify the major groups of securities (according to the source of issue, such as the United States government, etc.) that constitute the American field of investment, and with respect to each of the above groups, state any special advantages or disadvantages that may exist.

12. Enumerate the fundamental causes of stock and bond price movements, explaining each sufficiently to make its significance clear.

13. Explain the extent to which stock and bond prices fluctuate during the so-called stock and bond cycle.

Youth needs to curb itself, old age to apply the spurs.

TAX CASE IS WON IN MISSOURI SUPREME COURT

ASSESSMENT LEVY KILLED

Missouri State Life Contest Is Decided
for Company Second Time
in Year

The Missouri Supreme Court has sustained for the second time within a year the constitutionality of a Missouri statute which permits domestic insurance companies to deduct legal reserves and unpaid policy claims from their personal tax returns. The decision quashed an assessment of \$1,000,000 levied by the St. Louis board of equalization against the Missouri State Life. Had the city's position been sustained, the company would have been compelled to pay a tax of \$25,000.

The issues in eight similar suits involving the Citizens, Central, Central States Life, International Life, Missouri Insurance Company, American National Assurance and American Automobile were joined with the Missouri State Life case, and the decision applies to these cases.

The city, however, won a point in a separate opinion handed down in the American Automobile case. The court held that the company must include in its tax returns assets held outside of Missouri but used in connection with its business in Missouri. The court held that insurance companies could not omit from their return assets outside the state, as was done, when liabilities outside the state were included in the deductions.

Judge Hinebaugh Honored

The Central Life of Chicago, as is its usual custom, dedicated June to a campaign in honor of its president, Judge W. H. Hinebaugh, who enjoys the genuine affection of the agency force. The testimonial this year took the form of a volume of business 17 percent greater than was produced in the corresponding month last year. The Central Life's president is one of the most active men in the American Life Convention and has established a place for himself as one of the progressive executives of the country. Judge Hinebaugh has a deserved reputation for a sympathetic attitude towards his agency force. He is chairman of the financial and investment section of the American Life Convention.

Brooklyn National Gains

Practically doubling its business in the first half of this year, the Brooklyn National Life reports insurance in force at the end of June of \$10,000,000. President William R. Bayes announces that the paid for business of this half year amounted to \$3,600,000, compared with \$2,000,000 for the same period of 1927. New business applied for during this half year amounted to \$6,000,000, compared with \$3,500,000 for the same period of last year. June was a \$1,000,000 month. The company operates through 15 general agencies, with Frederick W. Ladue as superintendent of agencies.

Change in Interest

There is a condition that the policy is void "if any change other than by death of an insured, take place in his interest, title or possession of the subject of insurance (except change of occupants without increase of hazard)." This clause is a necessary part of the policy because the insurance company accepts the risk under certain existing conditions. When change of ownership occurs, new conditions are created, which void the contract unless the company's consent has been obtained.—Safeguarding America.



Three fronts to attack—
Life—Accident—Health
—That it is a real advantage can be surmised from this financial statement.

TWENTY-EIGHTH ANNUAL FINANCIAL STATEMENT YEAR ENDING—DECEMBER 31, 1927

ASSETS		LIABILITIES	
Bonds and Stocks		Legal Reserve, Life	
Owned	\$ 9,831,749.82	Insurance Policies..	\$10,973,342.00
Principally Govern-		American Experience	
ment, State, County,		3 1/4%, Standard and	
and Municipal Bonds		Sub-Standard 3 1/4%	
Real Estate Loans,		Legal Reserve, Dis-	
First Mortgage ...	7,596,973.48	ability Policies	202,030.37
Loans based on 50%		Contingent Reserve..	2,888,754.55
or less of property		Reserve for Epi-	
value		demics	1,000,000.00
Cash in Banks and		Gross Premiums Paid	
Offices	896,361.55	in Advance	387,914.83
(\$725,381.47 at interest)		Taxes Accrued, but	
Real Estate Owned..	834,606.46	not Due	331,905.36
Mainly Home Office		Due to Agents on	
Building		Bonds, Deposits, etc.	403,013.07
Loans on Bonds and		Mainly a Savings Fund	
Stocks	114,625.00	Policy Claims in	
Net Unpaid and De-		Process of Payment	
ferred Premiums ..	457,975.03	and Adjustment ...	179,882.35
Policy Loans	283,626.19	All Other Items.....	41,770.42
Interest Accrued and		Liabilities Other Than	
Unpaid	262,555.75	Capital and Surplus	16,408,612.95
		Capital and Surplus..	3,869,860.33
Total Assets	\$20,278,473.28	Total Liabilities ..	\$20,278,473.28
Total Claims Paid 28 Years Ending December 31, 1927		\$ 57,976,110.40	
Total Life Insurance in force December 31, 1927		\$35,583,186.00	

COLORADO—ILLINOIS—INDIANA—IOWA—KANSAS—KENTUCKY—MICHIGAN—MINNESOTA

"INDEPENDENCE FOR DEPENDENTS"

Request details for our remunerative contracts for
AGENCY MANAGERS FOR ILLINOIS — MICHIGAN — OHIO

You will benefit by our special attention now to these States

SECURITY LIFE INSURANCE COMPANY OF AMERICA

O. W. JOHNSON, President

134 North La Salle Street, Chicago

S. W. GOSS, Vice-President

OHIO—OREGON—PENNSYLVANIA—TENNESSEE—VIRGINIA—WASHINGTON—WEST VIRGINIA



George Washington Life Insurance Company CHARLESTON, WEST VIRGINIA

HARRISON B. SMITH, President

presents opportunity for liberal contracts covering definite territory with
Home Office registry and with power of appointment of sub-agents.

The States of West Virginia, Virginia, Ohio, Kentucky, Tennessee, South
Carolina, North Carolina, Georgia, Michigan, Oklahoma and Washington.

Address

ERNEST C. MILAIR, Vice-President and Secretary

THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

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J. M. DEMPSEY, Resident Manager

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Distribution of Investments

THE great uses to which life insurance reserve funds are put in furnishing money for public and private improvements and the wide distribution of those investments are amply indicated by a partial showing of the distribution of life insurance investments by states in the "Life Payments Localized" issue of THE NATIONAL UNDERWRITER.

With the spread of life insurance and the development of many companies throughout the country there is probably no financial institution which is more representative and which tends to decentralize and distribute investments as does life insurance. Not only do the largest companies with millions to invest distribute their investments broadly, but the location of many smaller companies outside the great financial centers tends to make life insurance an investment factor in every community. The smaller companies will for the most part be found to invest their assets in their own states, but the others follow so far as practicable a distribution in the states in which they do business, and often in states in which they do not operate.

To give merely an idea of how widely life insurance investments are distributed, a questionnaire was sent out some time ago asking the companies to state the amounts of their investments in the various states. Of the companies written 86 furnished the information on the first

request. Life insurance companies like other investors place their money where, in their judgment, they can get the best returns consistent with the quality which is required by the management. The purpose of this compilation is to show that the companies have voluntarily made a very wide distribution of their investments and that the tendency is to disregard state lines and invest the money where it can be placed to the best advantage. The compilation is presented without mentioning the names of the companies furnishing the reports, although the individual amounts are given for each state. These figures in most cases do not take into account the very large item of policy loans. In most instances they do not include investments in the form of railroad bonds, for example, on roads which operate through a number of states, or public utilities which may be serving several states but whose corporate home can be in but one. Each company has a certain proportion of its assets which must necessarily be invested in its home state, such as for example, its home office building, its cash in bank, etc. The exhibit is gratifying evidence that life insurance funds are being distributed so far as practicable following the sound judgment of the management and used to build up and stabilize the industries and wealth of all parts of the country.

Important to Master One's Self

FIRST VICE-PRESIDENT CLARENCE E. LINZ of the SOUTHLAND LIFE declares that his observation shows him that every life insurance rate book man needs a boss. Mr. LINZ does not mean by this that a life insurance agent should necessarily be working on a salary with someone to direct his movements. He does say that there is always the opportunity for the salesman to waste his time and misdirect his energies. He should systematize his work more.

If he does not work for an actual boss, he should have at least an imaginary or a mental one. Undoubtedly there is more waste of time among agents than should be. One of the first things that an insurance salesman needs to learn is to be his own boss. If he were working on a salary and someone were guiding him he would feel a sense of responsibility and would have to give an account of himself. The man who

was doing the employing naturally would want an honest day's work and an honest day's effort made.

As Mr. LINZ expresses it the life insurance agent should set up in his own mind the kind of boss that he would like to have and then he should appoint himself to be that boss. He should work in the same attitude that he would if he were on a salary. If he did this, more time would be given to soliciting, more business would be written, better risks would be offered and far more money would be made.

The habit of applying oneself as diligently on a commission basis as one would if he were on a salary basis is an excellent one to acquire.

WE don't need new ideas nearly as much as we do pep and enthusiasm behind some of the old ones.

PERSONAL GLIMPSES OF LIFE UNDERWRITERS

John R. Dumont, state insurance commissioner for Nebraska, has so far recovered from his recent operation for appendicitis, that he is able to be about and to handle the more important work of his department.

H. T. Hendrickson, a member of the R. E. Spaulding general agency of the Mutual Life of New York in Chicago, died last week. He had been connected with the Mutual Life for some 20 years. He attended the Mutual Life Field Club meeting in Washington, D. C., recently and was apparently in good health up to three or four days prior to his death. Another old time Mutual Life man in Chicago, John H. Hammond, died recently. He was the father of Ralph Hammond, who is connected with Mr. Spaulding's agency. The elder Hammond connected with the Mutual Life about 21 years ago. He had not been active in the business in recent years.

Vice-President Morris Fishman of the Detroit Life left Detroit June 28 for New York City. Accompanied by his son, he will sail from New York on the steamer Ile de France, for a vacation in various countries of Europe. They plan to return to Detroit about the middle of September.

David Gibson Drake of Golf, Ill., died at his home recently after a lingering illness. Mr. Drake for many years was the Chicago general manager of the National Life of Vermont. He built a house at Golf which adjoins the Glen View Golf Club and spent his winters at Evanston, Ill. Mr. Drake was a native of Brown county, O. He graduated from the National Normal University at Lebanon, O., in 1878. He served as superintendent of public schools at Mount Washington, O., and later was principal of an intermediate school in Cincinnati. He entered the life insurance business with the National Life. He organized agencies in Kentucky. He went to Chicago in 1893 to become manager of the company for Illinois.

Benjamin Neely, popular Atlanta, Ga., insurance man and member of the State Mutual of Massachusetts agency, may be honored by having one of the four College Park schools named in his honor. A committee of 30 citizens selected to name the four schools has included his name on the list for one of the institutions. Mr. Neely, who is a resident of College Park, was for many years chairman of the city's school board.

James Lee Loomis, president of the Connecticut Mutual Life, has been elected a director of the Hartford Courant Company.

O. L. Morse, Lincoln, Neb., representative of the Travelers, has just completed the unusual record of winning five club memberships within three years. Already this year he has qualified for the life producers club, which he first made in 1925. He had previously won the Travelers club in 1927, which automatically made him a member of the President's club, the highest distinction a producer can attain. He has also been a member of the automobile leaders and accident and health producers club.

Charles B. Norton, member of the agents' staff of the New England Mutual Life's Buffalo office, was killed recently in an automobile accident near Wells, Vt.

Mr. Norton had been prominent in Buffalo insurance circles for a number of years, having formerly been special representative of the National Life of

Vermont at Buffalo before he joined the New England staff about a year ago.

E. B. Stephenson, president of the Security Mutual Life of Lincoln, Neb., has gone on a European trip. He will be absent from the office for two months or so.

Julius H. Meyer, Chicago general agent of the New England Mutual Life, sailed from New York for Europe late last week, accompanied by his family. It is Mr. Meyer's plan to tour the principal cities of Germany and afterward spend some time in Paris. He intends to stay abroad for two months.

William E. Hewitt, associate general agent of the Equitable Life of New York at Boston in charge of the F. W. Fuller agency, has rounded out 25 years of service with the company. He is a graduate of Hamilton College. He joined the Fuller agency July 6, 1903. He went from New York state to Springfield, Mass., and started with the rate book. In 1912 he moved to Boston and organized a very successful unit in the Equitable Life field organization. He is vice-president of the Boston Life Underwriters Association.

John W. Cadigan of Spokane, Wash., assistant superintendent of agencies of the New World Life, is the father of a brand new daughter, Patricia Ann Cadigan. J. J. Cadigan, president of the company, automatically is elevated to the position of grandfather.

C. D. Corey, vice-president and superintendent of agents of the Pan-American Life, took advantage of his visit to W. L. Thompson and agents in Lakeland, Fla., to go to Palm Beach and make arrangements for the entertainment of the company's guests at the convention to be held there in January, 1929.

Cary G. Arnett, president of the Inter-Southern Life, was presented with a life sized painting of himself by Maillard Kessler, artist of New York, at a surprise dinner arranged by agents of the Inter-Southern Life at the conclusion of a recent agency convention in Louisville. The agents set aside July as Arnett month and plan to write \$12,000,000.

S. Louis Reinhardt, prominent Dallas, Tex., insurance man, died at his home there last Saturday night. He was 56. Mr. Reinhardt was head of the firm of I. Reinhardt & Son. He was born at Vicksburg, Miss., but had made his home at Dallas since he was a small boy. He was prominent in civic affairs and served as a member of the board of education for two terms. He is survived by his wife, a son and three sisters. Mr. Reinhardt had suffered from heart trouble for several years.

Thomas L. Fansler, one of Philadelphia's best known and best liked life insurance men, was given a surprise luncheon by fellow members of the Philadelphia agency of the Northwestern Mutual Life in recognition of his 45 years of service with the company.

General William A. Wright, comptroller-general of Georgia and as such in charge of insurance affairs in the state, is a candidate for reelection at the fall democratic primary. That he will be successful there is no question. He has held his present office for 50 years, during all of which time "there has never been the slightest suggestion that he was not fitted for his job. Pains-taking, polite, a combination of politician and efficient officeholder, he has managed to come up every two years with a smiling face and victory the

morning after the crackers in the country and the boys in the city had done their duty at the polls." His friends tell him he is going to be retained in the comptrollership just as long as he desires to hold the office. A veteran of the Civil War, having served in the Confederate army throughout the entire length of the struggle, General Wright lost a leg at the second battle of Manassas, but that did not prevent his rejoining his regiment and continuing to fight until the end of the war.

General Wright has never held membership in the National Convention of Insurance Commissioners, his policy being to conduct the insurance affairs of Georgia according to its laws and his interpretation of them, uninfluenced by the views of the authorities of other states.

W. T. Grant, president of the Business Men's Assurance, has gone with his family to Long Beach, Cal., to spend the summer. While on the coast Mr. Grant will attend the sectional meetings of the company in San Francisco, Portland, Salt Lake City, and Los Angeles. In August he will go to Glenwood Springs to attend the "All-Star" convention of the directors of the B. M. A. 1000 Club. Mr. Grant and his family will return to Kansas City about September 1.

The many friends of Miss B. B. Macfarlane, Louisiana supervisor for the Pan-American Life, will be pleased to learn that she has been made chairman of the committee on education of the National Association of Life Underwriters. For some time Miss Macfarlane has served on this committee and her appointment as its head is the just reward of the splendid work she has been doing along educational lines both for the Pan-American and the life insurance fraternity.

Indiana Insurance Commissioner Clarence C. Wysong is now taking his vacation and is visiting a number of eastern cities, making the trip by motor, accompanied by his wife and daughter. He is planning to visit a number of brother insurance commissioners in their native habitats and may return to Indianapolis by way of Canada.

James Dennis Clarkson, well known general agent of Lafayette, Ind., died recently at his home. He was 70 years old and for more than 45 years had been associated with the insurance business.

A veteran in the field of life underwriting at Grand Rapids, Mich., Silas M. Wright, a representative of the Massachusetts Mutual Life, died recently at the age of 71. He was a former president of the Grand Rapids Life Underwriters Association and had been a figure in the business for many years since coming to this city from Grand Haven.

F. J. Cameron, who has recently been appointed general manager of the Caledonian of Edinburgh, Scotland. He is a brother of J. C. Cameron, vice-president and actuary of the Great Southern Life of Houston, Tex. The brothers qualified as actuaries in the same year.

Howard Elliott, chairman of the board of the Northern Pacific Railway and former president of the New York, New Haven & Hartford, who died this week in Massachusetts, will be remembered by life underwriters for his address before a meeting of the Association of Life Insurance Presidents, appealing for the cooperation of the life companies with the railroads in emerging from their difficulties. This was in 1919, when the railroads were at the peak of their crisis, and his address made a profound impression on the life insurance executives present at the session.

"MEET all men on an absolute equality."

ILLINOIS LIFE INSURANCE CO.

CHICAGO

JAMES W. STEVENS, Founder

ILLINOIS

KANSAS

MICHIGAN

In each one of these States we can offer some splendid territory. Either rural or urban.

We offer three types of contracts.

A district agency contract with liberal commissions and renewals—

A district manager's contract with part commission and part salary—

A district manager's contract on salary basis—

In your letter please state the line of work in which you are now engaged and the contractual arrangement in which you would be interested.

Let us help you make 1928 your most successful year.

ILLINOIS

KANSAS

MICHIGAN

Write to the

Illinois Life Insurance Co.

CHICAGO

James W. Stevens, Founder

Greatest Illinois Company

1212 LAKE SHORE DRIVE

The Illinois Life is The Dean of the Illinois Legal Reserve Companies



On July first
Life insurance in force
in the Connecticut General
exceeded
A Billion Dollars

Connecticut General
Life Insurance Company
Hartford, Conn.

FIRST IN ILLINOIS

Of all the Illinois legal reserve companies, the CHICAGO NATIONAL LIFE wrote more new business in its Home State in 1927 than any other company. Here is the record, with the companies ranked according to their new business in Illinois during 1927:

Rank	Name of Company	Began to Write Business	Age, Years	New Business Written in 1927
1	CHICAGO NATIONAL LIFE	1922	6	\$18,072,785
2	National Life, U. S. A.	1868	60	16,958,234
3	Federal Life	1900	28	16,112,974
4	Illinois Life	1893	35	14,893,371
5	Continental Assurance	1911	17	13,722,608
6	Peoria Life	1908	20	10,546,510
7	Life & Casualty Co.	1926	2	10,183,295
8	Franklin Life	1884	44	7,109,361
9	Mutual Trust Life	1905	23	6,917,766
10	American Bankers	1907	21	6,114,465
11	Old Colony Life	1907	21	4,832,812
12	North American Life	1907	21	3,517,400
13	Abraham Lincoln Life	1920	8	3,433,533
14	Central Life of Ill.	1907	21	3,410,727
15	Peoples Life of Ill.	1908	20	3,306,482
16	Mississippi Valley	1927	1	2,580,732
17	Cosmopolitan Life	1927	1	2,395,000
18	Victory Life	1924	4	2,298,017
19	Twentieth Century Life	1927	1	2,277,704
20	Rockford Life	1910	18	2,206,947
21	Springfield Life	1924	4	2,107,839
22	Washington Fidelity	1926	2	1,656,273
23	Liberty Life	1921	7	1,499,525
24	Citizens National	1927	1	1,017,654
25	Northwestern Union	1923	5	706,603

In other words, the CHICAGO NATIONAL LIFE made a better production record in Illinois in its sixth year than was made by any other Illinois company, the majority of whom are from two to ten times older than it is. The preference thus shown for the CHICAGO NATIONAL LIFE by people in a position to know it best is an advantage that should appeal to agents. Open territory for General Agents in Illinois, Indiana, Iowa, Kentucky, Missouri and Kansas.

CHICAGO NATIONAL LIFE INSURANCE COMPANY

202 South State Street Chicago, Illinois
Write A. E. JOHNSON, Vice-Pres. and Gen'l Manager

LIFE AGENCY CHANGES

KENIMER IS MADE MANAGER

Appointed Head of Cincinnati Branch
Office of Connecticut General
Life—Is Georgian

The Connecticut General Life announces the appointment of Barnett Kenimer as branch manager in Cincinnati.

Mr. Kenimer is a native of Cleveland, Ga. He was at one time engaged in business in Cleveland and also spent several years in Atlanta, first as an insurance cashier and salesman, and later as representative of the Retail Credit Company. In 1921 he returned to insurance work in a managerial capacity, being stationed at various times in Atlanta, Nashville and Cincinnati.

G. H. Pruitt; C. P. Dickson

A number of important agency changes have been announced by the Kansas City Life. George H. Pruitt, for several years supervisor of agents in the L. C. Mersfelder agency in Oklahoma City, has been appointed general agent for a portion of Louisiana, replacing E. C. Lowery.

C. P. Dickson, state manager for South Carolina, has been appointed state manager for the state of North Carolina, now having both states under his direction. J. A. Balentine was formerly manager for North Carolina, but resigned in order to devote more time to personal production.

Thomson & Ullmann

Selwyn C. Woodard, Chicago general agent for the National Life of Vermont, has opened a branch of his agency with the firm of Thomson & Ullmann, A-1330 Insurance Exchange South. The branch agency will be equipped to give service to full-time life insurance agents and to brokers. J. Wallace Thomson has been identified with Mr. Woodard's organization for five years. He has produced a large volume of business for the National of Vermont. James W. Ullmann has operated a general insurance agency for several years and personally produces a large volume of business. The Thomson & Ullmann firm already has six full-time men in the agency and will add several more in the next few months.

Howard Cammack,

Howard Cammack, son of Charles W. Cammack, general agent for the John Hancock in Huntington, W. Va., has been appointed associate general agent with his father. After his graduation from Columbia, where he specialized in life insurance, Howard Cammack spent 10 months in the Paul Clark agency in Boston. He then joined his father in Huntington, as a sub-agent.

I. M. Fleming, G. Fleming

The Pan-American Life announces the appointment of I. M. Fleming and his son, George Fleming, as general agents of the company at Springfield, Mo. Mr. Fleming and his son have been very suc-

cessful in the investment business, which they have conducted in Springfield for several years.

Richard S. Young

Richard S. Young has been appointed supervisor for the Pan-American Life for central Tennessee. Mr. Young is making his headquarters temporarily at Smithville.

R. L. Ward

R. L. Ward has been appointed general agent of the Register Life of Iowa in Chicago. He has been connected with the Whatley agency of the Aetna Life in Chicago and the Grizzard System in Chicago, Detroit and Cleveland. Mr. Ward will maintain his offices with the W. J. Schmoll agency, which represents the Register Life.

Arthur M. Ross and H. P. Ross

Arthur M. Ross, formerly in the Chicago office of the Bankers National Life, has been appointed general agent in the Rock Island district, a new office just opened, and Herbert P. Ross, his brother, has been appointed agency supervisor at Rock Island.

M. H. Hoffman

M. H. Hoffman, for the last nine years Scott county, Ia., farm bureau agent, has resigned to become Scott and Clinton county agent for the American Farmers' Mutual Life of Des Moines, affiliated with the Iowa Farm Bureau Federation. Mr. Hoffman's resignation will not become effective until the selection of his successor, when he will retire to devote his entire time to the insurance field.

Finney Agency

The Finney agency at Oconomowoc, Wis., has been appointed district agent for the Penn Mutual Life by Paul H. Kremer, general agent in the Milwaukee territory.

John Wilson

John Wilson, manager at Mason City, Ia., for the Bankers Life of Iowa for the past eight years, has been appointed manager for Minnesota and North Dakota for the Provident Life & Accident. Leland W. Spickard, for several years with the Madison agency, has been appointed manager at Mason City by the Bankers.

Life Agency Notes

W. R. Elliott, Jr., who has been general agent for the Minnesota Mutual at Winnsboro, S. C., has moved to Columbia.

EASTERN STATES

BIG INCREASE IN NEW YORK

Figures for Half Year Show Gain of at Least 20 Percent, June Again Leading

NEW YORK, July 12.—New York has completed the first half of 1928 with a record business, a new high total of business going on the books in this period and a prosperity far out of proportion to the balance of the country being evident here. There is, of course, no way to report actual totals in the city and there are some agencies that have reported decreases or at best just held their own. But far the majority have shown increases of from 10 to 30 percent and for every agency that shows a decrease there seems to be a new agency, just opened this year, to ac-

WANT ADS
in The National Underwriter are read every week by thousands of interested insurance men—that's why they are result getters.
1 inch \$6.00

count for far more than the business lost. Some of the new agencies, at least two, have already stepped into a pace that seems to approximate \$1,000,000 a month. It would seem a safe hazard to suggest that New York City business for the first six months of 1928 has been about 20 percent ahead of the same period of 1927, which compares with a negligible increase for the country as a whole. June again maintained this pace of new business which was set in March.

Ives & Myrick Agency

The Ives & Myrick agency of the Mutual Life of New York reports a six months' business of \$24,044,023, compared with \$20,126,485 last year, and a June business of \$3,814,125, compared with \$3,035,200 in June, 1927.

J. Elliott Hall, general agent for the Penn Mutual Life, reports a six months' total of \$19,099,000, compared with \$16,039,000 in the first half of last year, and a June business of \$3,091,000 compared with \$2,764,000 in last June.

Beers & De Long Record

Beers & De Long, general agents for the Mutual Benefit Life, paid for \$16,797,101 in the first six months of 1928, against \$14,650,050 in the 1927 half year. Their June total was \$3,089,500, compared with \$2,349,500 last June, a gain of over 30 percent.

The Brooklyn National Life, which practically confines its writings at present to New York, reports that it practically doubled its business in the first half of this year, applications totalling \$6,000,000, compared with \$3,500,000 last year.

Keane & Patterson, general agents for the Massachusetts Mutual Life, have paid for about \$8,000,000 in the first half of this year, an increase of well over 15 percent over the total for the first half of 1927.

C. B. Knight's Writings

C. B. Knight, general agent for the Union Central Life, paid for \$4,300,000 in June, bringing his total for the half year to \$22,000,000.

R. H. Keffer, general agent for the Aetna Life, had the biggest month since he took over the agency, reporting \$3,202,400. This brings his six months' total to \$16,550,947.

Philadelphia Actuaries Organize

Actuaries of Philadelphia companies, meeting at the Provident Mutual Life building, organized the Actuaries Club of Philadelphia, with the aim of increasing the friendly feeling between the companies and the discussion of actuarial problems. Meetings will be held quarterly. The next session is scheduled for September 28.

The following officers were elected: Chairman, Charles E. West, assistant actuary of the Provident Mutual; vice-chairman, H. Gordon Hurd, assistant actuary of the Fidelity Mutual; secretary-treasurer, Lawrence L. Stevens, assistant actuary of the Penn Mutual.

Connecticut General's Agents Study

Twenty-one agents attended the Connecticut General Life field school conducted in Boston by L. B. Hendershot, educational director, assisted by H. J. Anderson and Walker Mason. Of these, seventeen were from the Boston branch office, of which J. V. Gridley is manager, and four were from the Intlehouse agency in Providence. In addition to lectures given by the three instructors, special talks were given by W. H. Flanagan on life underwriting, R. J. Dorr on accident underwriting, H. R. Hill on group insurance and R. K. Metcalf on the handling of claims.

Francis Hausner of the Slavia Mutual Life Insurance Bank of Prague, Czechoslovakia, who is visiting America to study insurance salesmanship, told of the beginnings of life insurance in his country in 1827 and of the different way in which insurance has developed there.

Following the final session of the school there was a banquet at which

temporary certificates for satisfactory completion of the course were awarded. At the banquet Vice-President W. I. King spoke on "Value of Time," A. L. Intlehouse, general agent at Providence, on "The Value of Training," W. S. Coolidge, Sr., of the Boston office on "Impressions of the Connecticut General," and H. B. Eames of the Boston office on "Prospecting."

Addresses Sales Congress

Clarence T. Hubbard, assistant secretary of the Automobile, will be one of the speakers at the Life Insurance Sales Congress to be held at Manchester, Vt., on July 12. He will represent the Aetna Life and speak on "Removing the Mystery from Life Insurance Salesmanship."

J. G. Sharp Given New Duties

Jonathan G. Sharp, who has been a member of the actuarial firm of Woodward, Fondiller & Ryan of New York City since January, 1927, has been given direction of the work on life contingencies, including pensions, personal accident and sickness insurance for the firm. Mr. Sharp will continue to have the assistance of Gilbert E. Alt and Kenneth B. Piper, associate actuaries. There will be no rearrangement of the other branches of the firm's practice.

Bankers National Licensed

The Bankers National Life has been licensed in New Hampshire. It was licensed in Massachusetts just recently and is at present looking for agency material in the two states.

Silber Forges Ahead

James A. Silber, a district manager under General Agent Baron in the Philadelphia office of the Bankers National Life, is forging ahead and has set \$1,000,000 as his goal for the year. Since joining the company, he has paid for \$354,000, of which \$154,000 has been written since June 1.

Rochester Reports Lower Sales

During May, the volume of ordinary life insurance paid for in the Rochester, N. Y., district reached \$3,174,260, a 13.9 percent decline from May, 1927, level and a 16.9 percent drop as compared with sales during April of this year.

Of the 27 local firms reporting this data to the chamber of commerce's statistical bureau, 18 indicated decreases whereas eight exhibited increases as compared with May, 1927, findings.

MISSISSIPPI VALLEY

PROTEST DENVER MAN'S MOVE

Nebraska Agents File Informal Complaints With Commissioner Dumont Because of Trouble Caused

LINCOLN, NEB.—Informal complaints have been filed with the state insurance commissioner by general agents of several Nebraska companies protesting against the activities of a Denver man who has been creating considerable dissatisfaction among heavy buyers of life insurance in Omaha, Lincoln and elsewhere by circulating literature in which agents of companies are pictured as crafty and otherwise mentally equipped so that they will bear watching. He represents himself to be a life insurance counselor, well versed in the intricacies of all kinds of policies and able to show how large sums can be saved if he is consulted and his advice followed. An inspection of his contracts shows that all he professes to do is to exchange limited pay policies for straight life, with their lower annual premium costs.

In Omaha he left town after the insurance subdivision of the chamber of commerce secured the sending out of



UNLIMITED POSSIBILITIES

exist with the Equitable Life of Iowa for ambitious men who are willing to work.

Unusual sales equipment together with the fine spirit of cooperation on the part of the Home Office offer exceptional opportunity to capable underwriters. A sixty year record of service, safety and stability is a distinct advantage to those who represent us in the field.

Sixty-three percent of all the business ever written since organization by the Equitable Life of Iowa is still in force on its books.



Founded: 1867

Home Office: Des Moines

85 Years of Life Insurance Ideals and Service !

An ideal became a reality when, on February 1st, 1843, "THE MUTUAL LIFE OF NEW YORK" issued its first policy. The business of life insurance on the mutual plan started in America then and there.

Priority in its field is not the Company's claim to greatness—age in itself is no great distinction. THE MUTUAL LIFE began with high ideals of business conduct, which still prevail. It aims at quality and to be highly honorable in all its dealings.

In its relations with policyholders and their representatives THE MUTUAL LIFE has an outstanding record.

Those who contemplate life insurance soliciting as a career are invited to apply to

The Mutual Life Insurance Co. of New York

DAVID F. HOUSTON
President

GEORGE K. SARGENT
2nd Vice-President and Manager of Agencies
NEW YORK, N. Y.

34 NASSAU STREET

"scarce as hen's teeth"

HOW many times we hear that old familiar expression among insurance men in speaking of the type of general agency contract we used to hear of so much about ten years or so ago.

Yes, and ten years from now they will be even more scarce.

BUT, if you're the right type, there is still a chance for you to get one of the old-fashioned general agency contracts with **MUTUAL TRUST**.

Write us—perhaps there's an opening just where you would like to locate.

Get Your Copy of—
"CHOOSING A COMPANY"

CARL A. PETERSON, Vice President

Mutual Trust LIFE INSURANCE COMPANY



EDWIN A. OLSON, President
77 West Washington Street
CHICAGO, ILLINOIS

"As Faithful as OLD FAITHFUL"



A PLAIN STATEMENT

While gratified by the larger increase in its new business, this Company is primarily interested in the carrying out of a well defined, long time program of development consisting of—

- 1st—Specializing on the larger and more desirable risks through its Preferred Life Plan and offering to this group the unusual savings to which this plan of operation entitles them.
- 2nd—The building of a high type of sales organization capable of dealing with the business and professional men who make up this Preferred group.
- 3rd—The training through personal instruction and group conferences of its Managers and General Agents in the essentials of sales management so they may successfully recruit and train this better class of salesmen.

We believe this program will not only secure the continued sound growth of the Company but will create a *most unusual opportunity* for those associated with it.

HOME LIFE INSURANCE COMPANY

Ethelbert Ide Low
President

256 BROADWAY, NEW YORK CITY

On Agency Matters Address:
James A. Fulton
Supt. of Agents

letters by the chamber secretary to members warning against advising with him or accepting his counsel. Commissioner Dumont said that in his opinion this was a violation of the insurance statutes of Nebraska, and he will investigate before ordering a hearing, since it will be necessary to secure service on the man before setting down a date. Inquiry in Denver, where he has been making headquarters, show his activities there have been upsetting to the business and have caused agents a lot of trouble in regaining the confidence of their patrons, but that the insurance commissioner had ruled he was not violating any Colorado statute.

DISPOSES OF FOUR TAX CASES

Missouri Supreme Court Rules on Assessments Made Against Insurance Companies in State

In line with decisions handed down on July 3 the Missouri Supreme Court on July 6 disposed of four similar cases involving the tax assessment of insurance companies domiciled in St. Louis, Mo.

The four new rulings followed the opinion written by Justice Ragland in the Missouri State Life and Justice White in the American Automobile case.

The Supreme Court quashed the assessment made by City Assessor Fred H. Gehner and St. Louis board of tax equalization against the Indemnity of America. The assessment of the company was \$75,000, but the high court held that even with bank deposits and other assets held outside of Missouri but used in the company's business, its net assets were exceeded by its legal reserves and unpaid policy claims exempted from taxation by Section 6386, the constitutionality of which had been questioned by the city.

The three other cases decided were: Citizens of Missouri: Writ of certiorari quashed and assessment of \$75,000 fixed by city assessor and tax board stands, as its bank deposits and assets held outside state justify assessment.

International Life: \$600,000 assessment sustained and writ of certiorari quashed.

Central States Life: \$200,000 tax assessment against company quashed for the reason that deductions made by the company in its tax return of personal property for taxes of 1925 were properly made.

No extended opinions were written in these four cases as the controlling principles in all similar cases were contained in the opinion handed down in the Missouri State Life and American Automobile cases.

Leads New England Mutual Agents

Lloyd B. Van Da Linda, general agent in St. Louis for the New England Mutual Life, led all of the company's general agents in volume of production on a paid-for basis during the first six months of 1928, according to advices from the company's home offices in Boston.

Should Be Added to Directory

Through an error in the "Insurance Telephone Directory" of Chicago distributed recently, much trouble has been caused the office of A. Van Goldman, Chicago manager of the Prudential. Mr. Goldman's office is at Room 1557, 231 South La Salle street. His telephone number is State 6219. Mr. Goldman's name was omitted entirely from the directory. All users of the Insurance Telephone Directory should make this addition to their books.

Authorizes Loan Suit

DES MOINES, IA., July 12.—Suit to arise from details of the \$4,000,000 loan business between the Iowa Loan and Trust Company, defunct institution here, and the Metropolitan Life has been

authorized here by District Judge Thompson.

The suit will charge that the insurance company has converted to its own uses \$100,000 due to the receivership of the Iowa Loan and Trust Company. The application states that the Iowa Loan and Trust Company sold to the Metropolitan Life a large number of loans consisting of town lot mortgages. The institution was entitled to receive one-half to one percent of the interest on the loans under the agreement. The insurance company repudiated the agreement and informed the trust company not to collect any more interest on May 6, 1927, it is alleged.

Visiting Home Office

M. D. Shirey, general agent for the Sentinel Life in Indiana, is visiting at the home office this week. Mr. Shirey took with him to the home office a group of applications representing two or more from each Indiana agent, which were mailed to him on the day he left Indianapolis for Kansas City.

Break All Records

Writing \$1,535,000 worth of new paid business during the month of June, the Equitable Life of N. Y. Des Moines, Ia., agency broke all records with the largest month of paid business in the history of the agency, it is announced by M. C. Nelson, manager of the Iowa district.

The Iowa agency had a new record smashing month in April, and the record made in June is therefore a matter of considerable pride.

Hold Agency Meeting

The Union Central Life held an agency meeting at Des Moines, Ia., last week. Twenty men from the central Iowa agencies were in attendance. The conference was in charge of Fred G. Appelquist.

Nebraska Prospects Bright

Life general agents in Nebraska are predicting a big increase in business this fall, as the result of the certainty that the state will have another bumper wheat crop and a corn crop better than average proportions. Wheat cutting is now under way and the state crop statistician says it will average over 17 bushels to the acre, which is above the ten-year average by nearly three bushels.

The crop season began badly. Fall rains had been light and there was little snow, so that when spring opened the subsoil was almost devoid of moisture supplies. The poor crop prospect at that time slowed up spring and summer sales of life insurance, but since May 1 rains have been numerous and widespread.

Bankers have been saying since early in 1927 that two good successive crop years would put Nebraska farmers back on the map where they were before deflation started in 1920, and the second good crop is now about to be harvested.

Bankers Mutual Agents Meet

Forty agents of the Bankers Mutual Life of Freeport, Ill., assembled from all parts of northern Indiana recently for a district meeting at Anderson, Ind. A dinner was served at noon at which C. A. Pritchard of Anderson, agency supervisor for the district, was the toastmaster. W. E. Erfert, president of the company, and J. C. Peasley, secretary, were honor guests and made short addresses.

Covers All Employees

The Peoples Life of Frankfort, Ind., has secured business from Schlosser Brothers, one of the largest butter, egg and milk firms in Indiana, covering every employee in service for one year or more. The insurance ranges from \$500 to \$1,000, in accordance with the length of time in the service. One of the out-

NORTHWESTERN NATIONAL NEWS

This column contains condensed news items from the weekly newspaper published for Northwestern National Life agents.

Record Business Makes June Best Month in History

Highest Totals, Discounting Group, Written in Past 30 Days

Company production records for all time were shattered in June, which closed Saturday noon after an unprecedented rush of incoming business had crowded many an agent aboard the Convention steamer. The month's production, without counting group insurance, set a new high mark in the Company's history for a single month.

The month's business, not counting group production, swelled to the impressive total of \$5,418,254, more than a half million greater than for June, 1927, and \$100,000 more than May, 1920, the next greatest month in history.

C. R. Mason Men Reach New High Totals in June

\$250,000 Is Record for Westerners; White & Odell Writes \$1,390,149

A new all-time record production for a single month was set by agents of the Charles R. Mason agency of Wyoming and Colorado during June. The western agency wrote business approximating \$250,000.

Consistent production throughout the month was the route which the Mason men used to climb the record-breaking heights. The agency's June production was nearly twice that of its best previous month this year.

After placing itself on record early in June as seeking a \$1,000,000 month, the White & Odell agency did not stop when that goal had been reached, but finished the month with \$1,390,149 to its credit. This was sufficient to place the Minnesota agency at the top of the list of leading agencies for June and to give it more than double the amount written by its nearest competitor.

NORTHWESTERN NATIONAL LIFE INSURANCE COMPANY
Minneapolis, Minn.
STRONG LIBERAL

standing features of the policy is that the company pays the entire premium.

Writes Million a Month

Seven million dollars' worth of paid for business is the record of the Vermilion agency of the Mutual Life of New York at Milwaukee for the first six months of 1928, putting the agency in the class of "more than a million a month."

New Rockwell Course Starts July 25

The second section of the Rockwell school of life insurance now in session in Chicago opens July 25. This four-week course is open only to experienced agents and those completing the six-week popular course. Among the subjects to be discussed are: Business insurance, estate insurance, trusteeships, advanced salesmanship, science of insurance, case analysis, program insurance.

The classes will be held in the morning, four days a week, from Wednesday to Saturday inclusive.

Cluff Ends Education Tour

After covering the entire country, holding company group meetings, Walter Cluff, educational director of the Kansas City Life, has returned to the home office. Nine group meetings were held at which 900 agents were in attendance. More than ever before these meetings this year were educational. No forms of amusement or entertainment were offered.

Bankers National Shifts

Carl C. Kneudsen, Chicago supervisor of the Bankers National Life, has been made general agent at Indianapolis. Roger H. Long who has been in the Indianapolis position, has been made assistant division manager at Chicago under William McCallum, the manager. Mr. Kneudsen's position will not be filled, as Mr. Long will look after Chicago production. There are now six district managers in Chicago, each manager having a separate unit and responsible for it.

R. L. Worth and William Henderson have been appointed district managers in the Chicago district for the company. The Chicago office reports to the home office that it is certain to reach its \$1,000,000 this month, having set \$1,000,000 a month as its goal.

Lawrence to Build Agency

Thomas F. Lawrence, manager of the Reliance Life in Chicago, will build up his agency on the unit system. He will employ unit managers who will in turn build up their own organization. Mr. Lawrence will endeavor to secure men who will be Reliance Life men. He will not go out to any extent after brokerage business as the brokerage situation in Chicago is in a decidedly demoralized state. Mr. Lawrence is arranging for larger quarters for the Reliance Life and will undoubtedly secure offices in one of the new loop buildings.

Increases Disputed Sum

Money involved in Clyde Parks' suit against the Central Life of Des Moines and its former stockholders has now grown to include a total of more than \$2,000,000. The first petition filed by Parks week before last named \$1,789,929.41 as the amount he believed should be returned to the treasury of the society. His amended petition of last week took note of further payments to the former stockholders, and placed the amount at \$2,108,686.93.

Killed After Taking Out Policies

Mrs. Naomi Lucas of Fayetteville, Ark., was killed accidentally recently after having taken out two policies totaling \$10,000 a few days before in the Home Life of Arkansas. The policies were paid within 21 days after they were delivered.

Reaping Has Begun

Our man-power expansion program has already resulted in a heavy gain in new business over the first five months of last year, demonstrating the effectiveness of the plans supplied to our General Agents, and the quality of the material for selection and training which was gathered and distributed to them. Adding new men and neglecting adequate supervision is money wasted. Our General Agents are adding and are supervising. And a gratifying increase of volume of new business is the result, just as reaping follows sowing.

We have openings for men and women who are ambitious, industrious, and intelligent. We can teach them how to prosper.

Wm. A. Law, President

Wm. H. Kingsley, Vice President Hugh D. Hart, Vice President

THE PENN MUTUAL LIFE INSURANCE COMPANY

PHILADELPHIA, PA.

Founded 1847

A Policy You Can Sell!

Our Company offers complete protection.

\$5,000

ALL IN ONE POLICY

Any natural death \$ 5,000

Any accidental death 10,000

Certain accidental deaths 15,000

Accident Benefits \$50 per WEEK

for fifty-two weeks

\$25 per WEEK thereafter

(non-cancellable)

Disability Income, Waiver of Premiums, etc.

Also \$5,000 "Preferred Risk" Policy—high value—low premiums; age 35, \$19.91 per \$1,000. Endowment Age 85—Juveniles age 10 years and upward—Monthly Income—Non-medical.

Insures and assures your client's future and yours.

Are you interested in an agency? Our Vice-President, Eugene E. Reed, will tell you all about it. Write him direct . . . and directly.

UNITED LIFE AND ACCIDENT INSURANCE COMPANY

Concord

New Hampshire

Inquire!



General Agent Wanted In Ohio

Ohio has: Over six million people.
Six hundred fifty thousand families with telephones.
One million two hundred and fifty thousand automobiles.

The total county wealth factors of Ohio represented by manufactured, mine and fishery products, crops and live stock, are over two billion eight hundred million.
The territory open in the state for a general agency is in a prosperous farming, manufacturing, merchandising and industrial section.

Territory affected less by adverse business conditions than perhaps any other section in the United States. Prospects in winter, summer, spring and fall.

An unusual opportunity for an experienced salesman who seeks promotion. For information write:

The Ohio National Life Insurance Company

T. W. Appleby
President

Cincinnati, Ohio

E. E. Kirkpatrick
Sup't of Agents

YOUR OPPORTUNITY

Are you ready to broaden?

Regional Manager or General Agent.
Splendid inducements.

We have had 21 years consistent growth and are now in an extensive expansion program.

Agency Department under men who understand your problems.

We have a special contract for choice territory in Minnesota—South Dakota—Nebraska—Iowa.

Honesty—Ability to write new business and build an agency are the essential qualifications.

Write us in confidence to see if our desires and qualifications are mutual.

Address D-33

Care The National Underwriter

LINK UP WITH THE LINCOLN

Question: *How does The Lincoln National Life Insurance Company help its agents to increase the average size of their policies.*

Answer: The successful methods that enabled other Lincoln Life men to write larger policies, plus the thorough training given them, plus the stimulating leadership and painstaking service make a total equipment that can hardly help but enable ambitious agents to grow in their work and to increase their volume. It has proven so. Ask us about it.

The LINCOLN NATIONAL LIFE INSURANCE COMPANY

"Its Name Indicates Its Character"

FORT WAYNE, INDIANA



Insurance in Force More Than \$535,000,000

IN THE SOUTH AND SOUTHWEST

NEW COMPANY IN GOOD START

**American Security Life of Birmingham
Begins Charter Campaign—Drive
Will End Aug. 5**

The new American Security Life of Birmingham, Ala., has a full page advertisement in the Birmingham "News-Age-Herald" announcing its charter campaign which will last from July 2 to Aug. 5, and during which it proposes to write \$4,000,000 of new business as a send-off to the new company. By July 6, or at the end of the third day, the company had received \$1,000,000 in applications. It is the intention to set a world's record for production of business by a new company during its first five weeks of business.

The company lists in its advertisement the following agents through whom it is hoped the \$4,000,000 will be secured: Birmingham, Hubert P. Bass, Herbert L. Bigham, E. A. Carter, Fred Carter, Douglas H. Clark, Fred H. Colley, W. C. Cunningham, Jr., M. L. Garrett, Mrs. Z. C. Gathright, R. L. Gorman, Dr. J. A. Hendricks, Dana Kilcrease, S. E. Russell, G. E. Simpson, W. W. Tucker, M. C. Tyler; Montgomery, Jack C. Hughes, Hilary H. Kendrick, Judson R. Kendrick, J. W. Kendrick, Frank S. Lewis, William S. Yougene; Wetumpka, J. B. Sanford, H. Y. Sanford; Luverne, Albert D. Fundaburk and J. Wyatt Reynolds.

HOUSTON FIRM MAKES RECORD

**Cravens, Dargan & Co. Produces
\$1,889,263 in Business for First
Half of Year**

HOUSTON, TEX., July 12.—Cravens, Dargan & Co. of Houston announce a sales record of \$1,889,263 in business for the first six months of 1928. Of this amount \$263,760 was written in June. June closed a four months' contest with this firm, in which four agents broke all former records of the agency by each producing at least one cash application every week for 17 consecutive weeks. These four mentioned agents, known as the "Seventeen Gold Star Gang," are Messrs. Nadel, Neuhaus, Banks and Thomas. It is expected that 25 members of Cravens, Dargan & Co. will take the Great Lakes trip this year, this number having won the outing.

BEN THORP IS STRONG IN THE TEXAS FIELD

Ben Thorp of Dallas, Tex., state manager of the Northwestern Life of Omaha, is making real progress in the development work of his agency. He started with the company October last year. The contract provided for \$1,000,000 of new paid for business this year. This he accomplished by June 30. He has 86 agents licensed for the Northwestern Life in Texas. Mr. Thorp not only is an agency organizer but a producer. Of the \$1,000,000 new business he secured one-third of it personally. He has a special campaign on in Texas to produce \$500,000 from July 1 to Sept. 1. Mr. Thorp has just returned to Dallas from the head office in Omaha, preparing for an active campaign for the rest of the year.

Mr. Thorp holds the leading position with his company for personal production so far this year.

Henry Conti Dead

Henri Conti, assistant manager of the Metropolitan Life at New Orleans, killed himself recently by drinking poison.

AGENTS IN UNIQUE CONTEST

**Staff of Whitten General Agency of
Home Life of New York at Jackson,
Miss., Starts "Supervisory" Drive**

During July and August General Agent S. R. Whitten, Jr., with Supervisor of Agents Vernon W. Holleman of the Home Life of New York at Jackson, Miss., have arranged for a unique contest among the agency force. Fifteen agents of that office have each had two days set aside for him in which he shall act as assistant supervisor of agents. He is to be "the whole cheese," as it were, and several handsome prizes have been pledged to those writing the most applications during their two-day reign, the largest amount of business, cash settlements, etc. Each agent has selected a different sort of stunt for his work—letters, telegrams, phone calls, etc. Aside from the business produced, the contest will also bring to the surface supervisory material and, inasmuch as the contest is being watched with unusual interest at the home office, it is doubly attractive to the agents.

Another unusual feature is a challenge that has been thrown to the entire agency force by the H. T. G. Hoffman "Insurancervice" office of the Aetna Life at Mt. Sterling, Ky. Messrs. Hoffman has just concluded a drive—taking part in the nation-wide drive during May and June in honor of Vice-President Luther's thirtieth anniversary with the Aetna, from which they emerged as the leaders in Kentucky, defeating Louisville, Lexington and all of the other agencies throughout the state. They have heard of this Home Life campaign and have challenged the Home agents, offering to wager that they, during the Home Life campaign, will produce more applications from Mt. Sterling for the Aetna than any agent of the Home Life will during the campaign at Jackson.

CARRY OUT THORP'S PLANS

**O. Sam Cummings Will Supervise Texas
Business of Kansas City Life
for Six Months**

DALLAS, TEX., July 12.—Plans laid down by the late Orville Thorp just preceding his death will form the basis of operation of his agency for the next six months, O. Sam Cummings, supervisor of agencies from the home office of the Kansas City Life, announces.

Mr. Cummings will remain in Dallas during this period in a co-operative capacity. He will work with the present staff of the agency.

At the time of his death, Mr. Thorp was preparing to leave on a trip to Europe and had given instructions regarding the manner in which his business was to be conducted in his absence. These instructions are to be carried out by the staff, consisting of J. Max Spangler, assistant manager; T. A. Chandler, new business department; James S. Keller, auditor; E. R. Strong, field supervisor, and Mrs. C. R. Cooper, cashier.

Final disposition of the business will be made at the end of the six-month period.

Mr. Cummings was formerly associated with Mr. Thorp before going to the home office of the Kansas City Life.

Unlicensed Agent Abroad

FRANKFORT, KY., July 11.—Disregarding the law that requires the agent of an insurance company doing business in this state to have a license to sell insurance, a man representing himself to be the agent of the National Advertising Syndicate has invaded the capital to sell insurance here. This fact

was brought to the attention of Commissioner Sausley by a number of Frankfort business men, who say they have purchased trade coupons redeemable in insurance policies. Mr. Sausley therefore has issued another warning to persons against buying cheap insurance until there has been a careful investigation of the companies.

Love's Agency Conducts Drive

Members of S. B. Love's Virginia agency of the Mutual Life of New York have undertaken to get \$675,000 worth of paid for business between July 1 and Labor Day.

New Vice-President

John B. Mills, cashier of the W. L. Moody & Co. bankers and cotton factors, has been named assistant vice-president of the American National of Galveston.

National Fidelity Oklahoma Meeting

Dr. J. W. Wear, medical director of the National Fidelity Life, and Jack Neal, assistant agency manager, have just returned from Chickasha, Okla., where they held an agency meeting. Twenty-five agents attended the meeting, which was an educational and sales conference. A dinner was held in the evening.

W. D. Owens Heads State Legion

W. Dudley Owens, for eight years secretary of the Lamar Life, has been elected commander of the Mississippi department of the American Legion. He succeeds Ernest Waldner of Greenville, owner of a general agency. Owens is the second insurance man in Mississippi to be elected to the state commandery of the organization of World War veterans. He served two years overseas as a first lieutenant with the 358th Infantry, 90th Division, and fought in four major operations, including the Meuse-Argonne offensive.

J. N. Chisholm Resigns

J. N. Chisholm, Kentucky manager for the Kansas City Life, has resigned and will devote his entire time to personal production for that company. The resignation leaves Kentucky without a state manager for the company. No steps have yet been taken to replace Mr. Chisholm.

Davis Has Been a Success

George B. Davis, recently appointed general agent of the Atlantic Life at Tampa, Fla., has spent about all his

business career in writing life insurance. When he was a student at Florida State College, from which he graduated in 1906, he carried a rate book. Mr. Davis went to Florida in 1908 with the Mutual Life and remained with that company for 20 years until going with the Atlantic Life. He has qualified as a member of the \$250,000 field club for many years. He became district agent of the Mutual Life in Tampa in 1923.

American Standard's New Name

BIRMINGHAM, ALA., July 12.—The name of the American Reserve Life, recently organized in this city, has been changed to the American Standard Life, it is announced by Thomas W. Wert, president. The reason for this change was that, after organization, officials discovered another insurance company in a western state had been incorporated with the same name.

"Realizing a conflict would inevitably occur when we extended our operations to this state, or when the other company entered Alabama, we deemed it wise to make the change in name at once," said President Wert.

He also said that, in the company's original announcement, its fiscal agents, through error, gave its capital stock as \$1,000,000. "While our ultimate capital will be \$1,000,000, we originally incorporated for 40,000 shares, with a par value of \$10. We have sold 30,222 shares and, including the premiums paid for our stock, the total sales today amount to \$429,840," he explained.

Opens Virginia Industrial Office

The Eureka-Maryland announces the opening of an industrial department in Virginia, with branch office at Alexandria. The office will be in charge of John Sherwood, who will work in cooperation with H. B. Wands, superintendent of the District of Columbia district. The Eureka for a number of years has conducted an ordinary life department in Virginia.

Best Month in History

June was the best month in the history of the A. O. Swink agency of the

Atlantic Life, whose territory includes Virginia and the District of Columbia. Paid business for the month totaled \$1,158,900, an increase of 15 percent over June, 1927. Writing and paying for 62½ lives, T. W. Greer, Jr., of Chase City, Va., was winner in an individual challenge contest during the May anniversary contest of the agency.

Day Agency School Closes

The C. C. Day agency of the Pacific Mutual Life at Oklahoma City has closed a three weeks' school of education under the direction of C. H. Bryant. The philosophy of life insurance as the only solution of the great problem of life, and a complete standardized presentation of life insurance, constituted the theme of the course, which ended with a banquet at which Mr. Day presided. Mr. Bryant is special agent for the Pacific Mutual, working out of the Day agency, and has recently been elected treasurer of the Oklahoma Association of Life Insurance Underwriters.

Joins New York Life

George W. Reed, formerly general district manager for the Continental Paper and Bag Mills in St. Louis, has joined the New York Life as a special representative in the southwestern department, headquarters at St. Louis.

Woman Leads Agency

Mrs. Nellie G. New led the E. W. Wade agency of the Pan-American Life at Gonzales, La., during June, which entitles her to the prize offered by Mr. Wade for the largest volume of business paid for during the month.

Reports Good Year

Roy F. Clendennin, general agent for the Northwestern Mutual Life at Louisville, recently reported that for the agency year this general agency reported on \$5,051,200, or an increase of \$1,055,500 over the preceding year. E. T. Proctor of Lexington was the leading agent for the entire state with \$549,000, an increase of \$196,000 over the previous year.

soever,' merely emphasize the matter of forfeiture, and are equivalent to 'without regard to the cause.' * * *

"In view of the fact that plaintiff, in violation of the terms of his contract, entered the employment of another insurance company within a year after the termination of the contract, it follows that the defendant was entitled to a directed verdict.

"The judgment rendered in favor of plaintiff is reversed, and the action dismissed."

NEW COMPANY MAKES RECORD

Colorado Life of Denver Writes \$1,750,000 in First 15 Weeks of Existence

The Colorado Life of Denver has established an enviable record in the writing of life insurance. The company began the writing of life insurance Feb. 20 of this year and by May 31 had received applications for more than \$1,750,000 insurance. There are nearly 100 life companies doing business in this state and the Colorado Life wrote more insurance in about 15 weeks' time than 80 percent of all the companies doing business in the state wrote during the entire year of 1927.

Woman First to Reach Quota

Miss Agnes Macdonald, the only Aetna-izer connected with the San Francisco general agency of the Aetna Life, was the first member of that agency to complete her quota in the K. A. Luther testimonial campaign.

Miss Macdonald has been associated with the San Francisco agency since 1914. She has been a leading producer since that date and has several times led all women Aetna-izers in yearly production. Miss Macdonald attained her 250-point individual quota early in the second month of the two-month campaign.

Expects Good Year for Colorado

Belief that Colorado will be one of the leading insurance producing states during 1928 was expressed last week by C. L. Hoon, Denver agent for the International Life of St. Louis, who recently visited the home office of his company while on a vacation trip. Mr. Hoon will direct the summer sales campaign of his company here during the next three weeks.

Larson Agency Issues Publication

New in the field among life general agency publications is the house organ of the L. F. Larson general agency of the Northwestern Mutual Life at Portland, Ore. The title of the publication is "The Record," and the agency slogan is "Not I, but We." Mr. Larson took over the Portland agency a few months ago. Formerly he was located at Kansas City, Mo. Under Mr. Larson's leadership the agency has made great strides in production, making in the first six months of this year a 300 percent increase over the first six of last year. All records for the agency were broken in June, when total writings reached \$589,700. On Aug. 1 the Larson agency will take over the H. N. Cockerline general agency of the Northwestern Mutual at Albany, Ore., and thereafter will have under its jurisdiction all of Oregon excepting a small group of counties in the northeastern part of the state.

Montana Life Appointments

R. E. Shields has been appointed a general agent of the Montana Life at Sacramento, Cal. He will have charge of the insurance department of the Realty Mortgage Corporation.

O. W. Warnock has been appointed general agent of the Montana Life at LaGrande, Ore., for three counties. He is manager of the United States Investment Company, which has decided to open a life insurance department.

PACIFIC COAST AND MOUNTAIN FIELD

AGENT BREACHES CONTRACT

In Entering Employ of Another Company, Salesman Forfeits Renewal Commissions

In *Bohrstedt vs. Travelers*, Supreme Court of Oregon, 262 Pac. 938, the court on rehearing the same case reported in 259 Pac. 419, had before it the question of the right of an agent to renewal premiums in view of his alleged violation of his employment contract. The facts out of which the action grew were substantially as follows:

The contract in question provided that if the agent had not violated any of the obligations of his contract, and had not entered the employment of another life insurance company to work in certain territory within one year from the day of the termination of his contract, he should be entitled to certain commission upon renewal. The evidence tended to show that the agent had violated the terms of his contract by entering into the employment of another insurance company.

The supreme court of Oregon, however, in 259 Pac. 419, reached the conclusion that the agent was entitled to recover despite the fact that he had accepted the agency of a rival company. In the instant case, on rehearing, the court after confessing error in its former opinion, reviewed the record and in ordering judgment rendered for the insurance company said:

"It will thus be seen that plaintiff's right to commission on renewal premiums

is predicated on two propositions: (1) That he has not violated any of the obligations of his contract; (2) that he has not entered the employment of any other life insurance company to work in the territory specified within one year from date of the termination of the contract.

"If our construction of the contract, as stated in the former opinion, is correct, namely, that plaintiff would be entitled to commission unless he had breached the contract, the forfeiture clause is superfluous. The parties had already specifically stipulated that no commissions would be paid if the plaintiff violated any of his obligations under the contract.

"The error in the first opinion resulted from an attempt to harmonize these two parts of the contract, whereas they provided for separate and distinct contingencies. In our effort so to do we entirely destroyed the force and effect of the forfeiture clause. It is argued that 'a termination of this contract for any cause whatsoever' means that there must be some reasonable cause, and it was not within the contemplation of the parties that the insurance company could arbitrarily or capriciously deprive plaintiff of commission on renewal premiums.

"If the words, 'for any cause whatsoever,' had been eliminated, and the clause read thus, 'if the agent shall within one year from date of the termination of this contract enter the employment of any other life insurance company,' then we think, without doubt, that there could be no recovery. The additional words, 'for any cause what-

DO YOU KNOW

How much the Life Insurance Claims amounted to in your city last year?

?

You will find the answer in the Life Payments Localized Number of THE NATIONAL UNDERWRITER, which will be out July 27.

IN THE ACCIDENT AND HEALTH FIELD

POLICY AS TO AVIATION FEW WRITE GROUP POLICY

Pacific Mutual Life Outlines the Course It Will Pursue Under Its Accident Contracts

The Pacific Mutual Life outlines its accident policy covering aviation accidents. It says:

"The company will pay indemnity under its personal accident policies and under the accident portion of its disability policies (except so-called 'limited' policies) to the extent of the minimum amount provided in the policy for any loss specified therein resulting from injury sustained on and after July 1, 1927, while the insured is riding as a fare-paying passenger in a licensed commercial air craft provided by an incorporated common carrier for passenger service and while such air craft is operated by a licensed transport pilot and is flying in a regular civil airway between definitely established air ports.

"This extension shall not cover injuries sustained in any military or naval air craft or in any form of unlicensed aviation or travel, or while the insured is acting as a pilot or mechanic of any air craft.

"Nothing herein contained shall be construed as entitling the insured to recover under the double indemnity provision, if any, of the policy. Any aeronautical exclusion clause in the policy will apply in all of its terms except as above modified."

Policies referred to are all accident policies and the accident portion of disability policies, with the exception of the so-called "limited" policies. These limited policies are restricted coverage forms which were issued by the company some years ago and which sold for premiums of \$5, \$10 and \$15 a year. While the company no longer issues these "limited" policies, some of them are still in force. The extension does not apply to the "limited" forms.

Accidental total loss policies, the accident disability benefit feature of the "5 way" policy, non-cancellable policies, monthly premium policies, commercial policies and railroad policies are included.

There are in force policies issued several years ago which do not contain an aviation exclusion clause. Under such policies it is not necessary that any extension be made to cover the hazard specified.

The extension has been adopted by the company in blanket form and applies to all of the policies mentioned. In view of the fact that a comparatively small number of policyholders are interested in the coverage, riders indicating the extension will be issued only upon written request to the home office. The conditions under which the extension applies are set forth above, and coverage is not extended beyond these conditions.

Clubs Plan Joint Meeting

The Health & Accident Managers Club of Los Angeles has adjourned further meetings for the summer until Aug. 28, when a special meeting will be held to complete arrangements for the joint meeting with the San Francisco club on Sept. 22 at San Francisco.

The San Francisco H. & A. Club has also invited the Portland Club to meet with it Sept. 22, but it is not known yet whether the Portland men will attend.

Issues Newspaper Policy

The Travelers Mutual Casualty of Des Moines, is now issuing a \$1 travel accident policy through newspapers on a subscription basis. The policy pays \$1,000 for loss of life and stipulated amounts for certain accidents, with indemnity of \$10 per week for 15 weeks is also featured by the policy.

Some Companies Are Going After This Business Actively—Four Chief Institutions Have Advantage

There are not very many companies writing group accident and health policies these days. In the past a number of companies ventured into the field, but many of them have pulled away. The Travelers, Aetna Life, Metropolitan Life, Zurich General Liability, Washington Fidelity National and Provident Life & Accident seem to be the chief factors in the group field. These policies are largely written for industrial enterprises covering accident or illness that are excluded from workmen's compensation laws. Usually the concern makes the arrangement for the group policy allowing the employee to purchase a certificate, which, of course, is more reasonable than he could get in any other way. Some concerns pay part of the premium. As a general rule, however, industrial enterprises simply make the arrangements and allow the employees to purchase certificates if they desire. Some companies are pushing the group business very lively.

Companies writing group accident and health insurance find it advantageous to be linked up with group life insurance. The Travelers, Aetna Life and Metropolitan Life all write group life insurance, so that they can combine the three forms. The Zurich General Liability has an associate in the Sun Life of Canada and is using that for group life while the Sun Life people use the Zurich for group accident and health.

HAS CORRESPONDENCE COURSE

Time of Milwaukee Lessons Contain Information About Company, Policies and Salesmanship

MILWAUKEE, WIS., July 11.—A correspondence course for its agents, consisting of seven lessons covering the accident and health underwriting business, has been brought out by the Time of Milwaukee. The lessons contain information on the company, its policies and methods, and salesmanship. The lessons cover such subjects as the choice of life work, serving one's own needs and those of the community, studies from the rate book, the purpose of the accident and health insurance policies, prospecting, application blanks, selection of risks, conducting interviews and meeting objections, the close, collections, typical interviews, claims and the claim department, and meeting competition.

The first lesson has been sent out to the agents and the company reported that there was a 50 percent increase at the end of the first week after the lesson was received.

New Life & Casualty Station

A new southern broadcasting station will be on the air within another month. The new station will replace one now operated by the Life & Casualty, but located in an ideal site just outside of Nashville. It will be more powerful than its forerunner.

Gets Out Automobile Policy

The Continental Life of St. Louis has gotten out its new automobile travel and pedestrian accident policy. It covers injuries in the wrecking or disablement of a common carrier, including taxicabs and busses. It also covers the policyholder if he is struck or run over as a pedestrian by any automobile or horse drawn vehicle. It also covers the assured while a passenger in a private pleasure automobile or horse drawn vehicle. The premium for the first year is \$13 and for the succeeding years \$10.

Weekly indemnity benefits are \$50 if the policyholder is injured on a train, steamboat or steamship; \$25 for total disablement from other accidents covered in the policy. The partial disability ranges from \$25 to \$12.50 a week.

Hospital Benefit Separate

The Great Northern Life in its revised policy is writing hospital indemnity separate from the regular policy. Hospital indemnity may be written in amounts from \$50 to \$300 per month at \$8 for each \$100 per month without regard to the amount of monthly indemnity. In this policy no hospital indemnity is paid unless the extra premium is arranged for to cover it. The policy to which it applies is a combined accident and health contract. For instance the premium on the leading policy is \$60 for \$5,000 principal sum and \$100 monthly indemnity, up to age 50. If one desired hospital indemnity the extra premium would be \$8, making the total \$68.

The policy referred to is known as the "Improved business men's disability policy with optional hospital indemnity." The hospital indemnity of course will be paid in addition to the regular monthly indemnity provided the assured is confined in a licensed hospital or sanitarium due to accident or illness. The policy under the hospital indemnity section provides for surgical benefits in addition to the monthly indemnity and hospital indemnity.

Takes Over Peoples Mutual

The Illinois Mutual Casualty of Peoria has closed a deal whereby it has taken over the Peoples Mutual Casualty of Bloomington, Ill.

The Bloomington company was organized about a year ago and had over 1,000 policyholders who were paying about \$20,000 per year in premiums. All these policyholders are being transferred to the Illinois Mutual Casualty policy.

forms and rates. This is the second company taken over by the progressive Peoria company within the last year.

Provident L. & A. in California

The Provident Life & Accident has entered California. Its railroad and ticket departments are already active there and preparations are under way for extending the company's other lines into that state. E. J. Placek of Seattle has been appointed general agent for the pay-order group department. His operations will center in the states of Washington and Oregon.

The Provident has announced a general modification of the health coverage in its disability policies, putting them on a more conservative basis, in line with the practice already adopted by a large number of companies.

Drury Is General Agent

Donald A. Drury has been appointed general agent of the Massachusetts Accident in Chicago. Mr. Drury has been in charge of the accident department of the Jay F. Chappell Company, which has had the general agency in Chicago, and succeeds to the general agency following the recent death of Mr. Chappell. The agency will be continued at the same address, 172 West Jackson boulevard.

Mr. Drury was one of the organizers of the Accident & Health Managers' Club of Chicago and is now serving as secretary of that organization.

Brannigan Made Superintendent

E. J. Brannigan, one of the leading agents of the Chicago No. 2 district of the Washington Fidelity National, has been promoted to a field superintendency in that district.

Frank Grodzinger is new business manager of the Commercial Travelers Mutual Accident of Utica, N. Y.

NEWS OF THE FRATERALS

NONMEDICAL PLAN STUDIED

Actuary's Paper Details Early History of Life Insurance and Points Modern Tendencies

[The following is part of a paper read by Actuary Wendell P. Coler of the Maccabees before the Chicago convention of the National Fraternal Congress.]

"Early in the history of life insurance, coverage was granted without medical examination. The first organized effort at life insurance of which I can find record is that furnished clergymen by the wardens and commonalty of the Mystery of the Mercers at Mercers' Hill, Cheapside, London. This society decided to furnish protection payable as an annuity in the year 1698. No medical examination was required, but beginning in 1709 'all whoever design to subscribe, shall personally appear before the wardens in court.'

Interview by Director

"The Amicable Society for a Perpetual Assurance Office, organized in 1705, likewise did not require medical examination, but applicants made application to the office and interviewed personally one of the directors, 'each director having the privilege of putting any question he pleased to the applicant for admission.' However, in 1708 or soon thereafter one of the auditors of the society was requested to 'write to the postmaster or some other person of Stalbridge in Dorset for an account of a proposer's health and constitution.' This is the first recorded use of inspection service.

"The old Equitable of London was the first to use an actuarial basis for its rates. It is said that about 1763 'the directors of some insurance companies demanded an acrobatic performance from candidates for admission.' It is alleged that men 'had to hop round the room for 10 minutes without stopping to 'take breath' and that others had 'to jump over the board room table to show

their nimbleness.' Substandard risks were treated in an unusual way. If the directors would not approve for whole life insurance they were requested to approve the risk for a term of years or at least for one year.

Advocated Medical Assistant

"In 1779 we find Dr. Price advocating the appointment of a medical assistant 'whose particular business it should be to enquire into the state of health of the persons who are offered to be assured. Should such a regulation be the means of excluding but two or three bad lives annually, which otherwise would have been admitted, the expense attending it will be more than compensated.' However, medical examinations were not used by the 'old Equitable' until 1858.

"The Amicable reinsured in another company in 1868, so that it might be said to have a continuous existence to the present day in spite of its nonmedical selection. The 'old Equitable' is still in business."

Fraternal Case Decided

This action was based upon certificate and rider, and was to procure relief or redress from a law enacted by the Order in 1923 increasing the rate of assessment upon plaintiff and others in his class, from \$6.90 to \$37.80 per month. Held that it is well settled that the insurance contract between a beneficiary society and a member thereof is to be found in the statutes of the state in which the association is chartered and under which it issues its certificates in the charter thereof, the constitution and laws of the order, as well as the terms of the certificate and application thereof. In a suit like the instant one, where the gravamen of the complaint is an increase in rates alleged to be wrongful and in violation of vested contract rights, the complaint must show the terms of the contract as found in the sources above mentioned. If it does not do so, the court cannot say whether the rights of plaintiff have been violated or the powers

of defendant exceeded, and so the complaint would show no title to relief. Held that the complaint did not state a cause of action. *Maccabees v. Stone*, Sup. Ct. Colorado.

Withdraws Fraternal Rate

The Woodmen of the World voted at its annual convention to withdraw its present fraternal rates. A higher rate schedule than that recently in effect will be substituted to apply to new members, while old members will be required to conform to the new schedule within two years. Secretary Yates, sovereign clerk of the Woodmen of the World, says that this is a separate and distinct organiza-

tion that is in no way connected with the sovereign camp of the Woodmen of the World that has headquarters in Omaha. He says that his order is operating on a thoroughly adequate basis, and that its last evaluation showed a degree of solvency of more than 103 percent.

United Workmen Gather

Field workers of the United Workmen in Des Moines held a meeting last week at the grand lodge under the direction of Fred Walton of Des Moines, superintendent of the extension work. The group is preparing for the celebration of the 60th anniversary of the order.

NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem," Published Annually in May and April respectively. PRICE, \$4.00 and \$2.00 respectively.

EXTENDS YOUNG AGE LIMIT

Kansas City Life Includes Ages 10 to 14 in Its Juvenile Schedule

The Kansas City Life is now accepting insurance on the lives of children ages 10 to 14, inclusive. Heretofore the limits of this company have been age 15. On such risks ages 10 to 14 the company will accept a limit of \$5,000 on limited payment life and endowment forms. Premiums quoted are the same as those for age 15. No disability or return premium riders are attached to these policies. This class of risks will be accepted on the non-medical basis for a limit of \$2,500.

The company also makes another innovation in that it will now accept double indemnity on term policies with the same precautionary rules as on other forms of policies.

A line of annuity contracts also has just been adopted by the Kansas City Life. A special rate book containing rates of annuities has been placed in the hands of all Kansas City Life representatives. Rates are given on immediate annuities, reversionary annuities and deferred annuities, the rates for

women being just a little higher than rates for men.

Columbian National Life

The Columbian National Life has reduced the rates on all of its term policies. The five-year term is convertible within four years but is non-renewable. The privilege of renewing or converting the 10-year term has been extended from seven to eight years. There has also been a substantial reduction in the rate.

The rates on the 15 and 20-year terms have been reduced and the ages at which they will be issued have been extended up to 50.

A low cost 20-payment Life policy issued in amounts of not less than \$5,000 has been adopted, also a 20-payment endowment policy maturing at age 85. At the younger ages, where the majority of 20-payment life policies are sold, the new 20-payment endowment at age 85 shows a substantial reduction under the former 20-payment life.

Bankers National

The Bankers National Life of Jersey City has added a disability clause which provides for payment for disability preventing the policyholder from engaging in his usual occupation for wage or profit.

WITH INDUSTRIAL MEN

SHOULD CUT DOWN LAPSES

Assistant Superintendent Allen of the Western & Southern Life at Steubenville, O., Gives Advice

J. W. Allen, Jr., assistant superintendent of the Western & Southern Life at Steubenville, O., takes the position that the man who is writing ordinary business and is saving it, must know the rate book and its application. Mr. Allen thinks that the prevention of lapses is one of the essential factors in a field man's work. An assistant can pile up grief for himself if time be wasted through neglect in collecting ordinary premiums. Mr. Allen said that he checks up each agent's renewals every week, finding out the condition of each policyholder carrying ordinary insurance. If the agent is confronted with trouble Mr. Allen himself goes to the assured. Sometimes it is necessary to change the premium, reduce the policy, suggest a policy loan or take any steps to try to save the business legitimately. In a good many cases Mr. Allen finds that the assured did not know what his life insurance could do for him. He is strong for keeping down the lapses.

American Institute Meeting

The fall meeting of the American Institute of Actuaries will be held Nov. 1-2 at the Edgewater Beach hotel in Chicago.

WESTERN & SOUTHERN NEWS

Promotions and Transfers in Various Districts Announced by Cincinnati Company

A. C. Wilson, formerly assistant superintendent at Portsmouth, O., for the Western & Southern Life, has been appointed superintendent at East Liverpool, O., succeeding Superintendent J. W. Gray, who has been placed in charge of the McKeesport, Pa., district.

The Western & Southern announces the following promotions from agent to assistant superintendent: N. L. McVicker, Cannonsburg, Pa.; J. L. Bolen, Huntington, Ind.; Thomas Hadley, Terre Haute, Ind.; F. O. Brimacombe, Toledo South; R. L. Patten, Cleveland-Edgewater; James Carano, Cleveland North, and O. L. Hissam, Akron, O.

The following assistant superintendents have been transferred: Henry Richards from Washington, Pa., to Findlay, O.; J. H. Bamberry from Cleveland North to Ashland, O.; A. J. Workman from Marietta, O., to Portsmouth; W. C. Lore from Ashland, O., to Marietta; E. M. Ward from Carnegie, Pa., to Parkersburg, W. Va.; C. D. Miller from Princeton, Ind., to Evansville; Charles H. Carlisle from Evansville to Princeton; J. A. Fekula from McKeesport, Pa., to Pittsburgh East; J. G. Hallam from Canonsburg, Pa., to Washington, Pa.

R. Trotter, veteran superintendent of the New Castle district office of the Western & Southern, has sailed for a five weeks' vacation in Scotland.

The following representatives of the Western & Southern Life have recently qualified for extra ordinary remunera-

Rockford Life Has A Message for You

President F. L. BROWN
ROCKFORD LIFE INSURANCE CO.
ROCKFORD, ILLINOIS

DEAR SIR:— SEND ME THE MESSAGE —

NAME _____

ADDRESS _____

CITY _____

STATE _____

IT CONCERNS
GENERAL
AGENCIES

GENERAL AGENTS

If You Are Looking For A PERMANENT Connection
With A PROGRESSIVE Company
Write The Home Office For Your Copy
Of The March Issue Of The SHIELD

This Publication Will Give You An Idea of The Company's Growth And Accomplishments Since Its Organization

If This Appeals To You, Our General Agency Contract For Openings In Ohio, Indiana, Illinois, Kentucky, Pennsylvania, West Virginia, Tennessee, Louisiana and District of Columbia

WILL SELL ITSELF

THE FEDERAL UNION LIFE INSURANCE COMPANY

4 East Ninth Street, Cincinnati

FRANK M. PETERS, President and General Manager of Agencies

AMERICAN LIFE INSURANCE CO.

OFFICES

DALLAS, Home Office Building
CHICAGO, 29 S. La Salle St.

Prompt Service From Both Offices
Maximum Security to Treaty Holders

MORTON BIGGER
Secretary

C. W. SIMPSON
Medical Director

A. C. BIGGER
President

BERT H. ZAHNER
Chicago Manager

MERLIN OATES
Actuary

Security—

When the Mutual Benefit was organized in 1845 there were only a few Life Insurance Companies in the United States. Through the Wars, Panics and Epidemics of all these years, it has always stood safe and secure as a foremost disciple of Pure Life Insurance.

The Mutual Benefit Life Insurance Co. Newark, N. J.

Organized 1845

GLOBE MUTUAL LIFE INSURANCE CO.

431 S. Dearborn Street

Chicago, Illinois

INCORPORATED BY THE STATE OF ILLINOIS 1895

T. F. Barry, Founder

CLAIMS PAID "ON SIGHT"

WM. J. ALEXANDER,
Secretary

POSE BARRY DIETZ,
President

NEW ENGLAND MUTUAL LIFE INSURANCE CO.

BOSTON MASS.

Chartered 1835

Organized 1843

The Agents of this Company, whose long History Underwrites its high Reputation, Accept a Duty and Enjoy a Privilege

Do Our Standards Appeal To You?

OPPORTUNITY!

Desirable Territory Open for General Agencies.
Liberal Contracts.

THE CAPITOL LIFE
Insurance Company
DENVER, COLORADO

tion: C. G. Cannistraci, Chicago West; S. Nonskog, Chicago-Humboldt, and L. Abaravicius, Chicago-Ogden Park.

Division E, comprising the Chicago belt of the Western & Southern, will honor its superintendent of agencies, J. N. Reinhard with a special two-weeks campaign, industrial July 16 and ordinary July 23.

SUN LIFE'S FINE BUSINESS

Baltimore Company Has Just Closed the Banner Quarter of a Year in Its Career

BALTIMORE, July 12—The biggest quarter in industrial and ordinary business in the 38 years history of the Sun Life of Maryland has ended, according to Felix Rothschild, secretary. In order to secure this volume of business the company staged special campaigns among its agents, who cooperated splendidly.

As a result of the drive 100 agents from Pennsylvania, Maryland and the District of Columbia will be guests of the company in New York Aug. 6-8. The trip will be a pleasure one.

According to Mr. Rothschild the Sun plans to extend its business into other states in the near future. At present the company is writing in New York, Virginia, Ohio, Pennsylvania, District of Columbia and Maryland.

T. J. Mohan Honored

BALTIMORE, July 12—A special selling campaign is staged this week by the agents of the Eureka-Maryland Assurance in honor of Thomas J. Mohan, field manager. Mr. Mohan left for Chi-

cago and other western cities on a business trip. The agents desiring to write more business during Mr. Mohan's absence have planned this campaign.

According to Mr. Mohan the Eureka-Maryland has written much more business this year than for the corresponding period in 1927, despite the fact that this is considered an off year.

Wands Goes to Washington

H. V. Wands, assistant-superintendent of the Baltimore office of the Eureka-Maryland Assurance, has been promoted to the superintendency of the Washington, D. C., office. Mr. Wands will maintain offices at 201 Bond Building, Washington. He succeeds F. H. Maginnis, supervisor, who had been stationed in the capitol for more than a year. Mr. Wands has been connected with the Eureka for more than four years, joining that company as an agent. He is a Baltimorean.

Has Record Month

The Chicago office of the Federal Union Life of Cincinnati under the management of Joseph E. Roy put over the biggest month in the history of that agency in June in honor of President F. M. Peters. Mr. Roy's office showed an industrial life increase of \$120 and \$255,000 of ordinary business written.

Prudential Transfers

Charles A. Sullens, superintendent of the Prudential, was transferred from Cleveland No. 1 to Mansfield, O. Arthur T. Case, superintendent, is transferred from Columbus No. 2 to Cleveland No. 1. Clay W. McIntire, superintendent, is transferred from Mansfield, O., to Columbus No. 2.

NEWS OF LOCAL ASSOCIATIONS

DISCUSS PROPOSED N. Y. LAWS

Lincoln Association Talk Over Effect Upon General Agencies and Fieldmen at Meeting

LINCOLN, NEB., July 12.—The July meeting of the Lincoln Life Underwriters Association was given over entirely to the presentation and discussion of the changes in the New York insurance laws proposed by Commissioner Beha, and which are being widely opposed. M. L. Palmer gave a digest of the proposed changes and their effect upon the general agencies and field men. He said that in his opinion the adoption of a lower mortality table would be followed by lower premiums and lower commissions. The latter result would be accelerated by the effort also made to curtail agency expenses. In Nebraska only a few of the companies now refuse to pay agency expenses, and Mr. Palmer's opinion was that if the limit were reduced the effect would be felt by the field men in reduced compensation.

Mr. Palmer said that another certain result would be to prevent the development of any new companies in the west, and seriously hamper the development of those now operating. The competition of the big eastern companies, with their lower net cost, would be difficult to meet, under the system proposed.

A. R. Edmiston said that the effect of limiting agency expenses to new low levels would seriously affect the west, where the rural business forms a considerable percentage of the whole. The companies have been reluctant to admit that the acquisition of this line costs more than urban business, and this cost has had to be borne by the agent.

The president named E. A. Frerichs, A. B. Olson, and L. E. Rolfe as a committee on membership, and the association adjourned till Sept. 15.

Chicago—On Monday of this week the first board of directors meeting in the new Chicago association year was held, with almost all members present. Byron C. Howes, Union Central Life, the new association president, presided. Standing committee chairmen as follows were

appointed: Membership, I. B. Jacobs, Mutual Life of New York; finance, Samuel T. Chase, Connecticut Mutual Life; program and entertainment, E. B. Dudley, Travelers; publicity, Karl B. Korady, Connecticut General Life; publications, Gilbert M. Smith, New York Life, reelected editor-in-chief of "Life Values," organ of the association. Roy Davis of the Continental Assurance was appointed chairman of a committee to develop the association's library. The board accepted with regret the resignation of Harry C. McNamer of the Equitable of New York as National association executive committeeman, and appointed C. F. Axelsson, Northwestern Mutual Life, to succeed him.

Memphis, Tenn.—Members of the Memphis association elected the following directors at the annual meeting: For three years—Seth W. Ryan, R. Henry Lake and Edward J. McCormack; for two years—Lloyd T. Binford, Bolling Sibley, T. B. Hooker, T. C. Looney and C. O. Terry; for one year—R. Lamar Brightwell, Wayne Deupree, Jeff Gros and John E. Lippett. The directorate appointed the following officers for the association: President, Seth W. Ryan; vice-presidents, John E. Lippett, A. Van Pritchard; secretary, F. R. Bastian; treasurer, Joseph P. Evans.

Spokane, Wash.—The annual election of the Spokane association resulted in the selection of P. L. Cochran of the Mutual Life of New York as president. Mr. Cochran, although a new man in Spokane, comparatively speaking, having been here less than two years, is one of the leading producers for his company in this territory. John Prins, manager for the Metropolitan Life, was chosen vice-president and Robert Jones of the New World Life was reelected secretary-treasurer. The new trustees are J. J. Gregory, retiring president, Northwestern National; E. P. Burke, Bankers Life of Des Moines; F. W. Tinkel, Pacific Mutual Life; S. H. Richardson, Equitable Life of New York, and A. R. Byquist, New York Life.

Ottumwa, Ia.—At last week's meeting of the Ottumwa association the following officers were named for the coming year: Phil H. Waterman, president; E. B. Doan and S. C. Stoltz, vice-presidents; J. J. Trennaman, secretary-treasurer.

E. C. Summers was named chairman of the executive committee and R. H. Martin was named delegate to the Na-

tional convention, with S. C. Stoltz, alternate. J. J. Morrissey was elected a member of the executive committee at last week's meeting.

South Bend, Ind.—Homer L. Rogers of the Equitable Life was elected president of the South Bend association for the coming year. The other officers elected are: L. B. Wilson, Penn Mutual, vice-president; Henry Chillis, Connecticut Mutual, secretary-treasurer. Following the luncheon an address was delivered by James Kepler of the Bankers Life of Iowa, Elkhart, Ind.

Birmingham, Ala.—L. M. Porter, former vice-president of the Birmingham association, was installed as president at a meeting last week. Other officers installed were John Bradley, vice-president; T. J. Turner, secretary-treasurer. J. R. Burns is the retiring president.

North Texas—W. Z. Hayes, vice-president of the Republic National Bank of Dallas was the chief speaker at the monthly meeting of the North Texas association. The association has decided to continue its regular meetings through the summer.

Utica, N. Y.—The Utica association has just become a bureau of the Utica chamber of commerce. Its application to lose its present status as an independent organization and become a unit in the reorganized chamber was favorably acted upon by the executive committee of the chamber. Accordingly Frank H. Wenner, its president, becomes a vice-president of the chamber and member ex-officio of the executive committee.

FIREMEN'S LOSES CASE IN FIRST SKIRMISH

(CONTINUED FROM PAGE 3)

leges in New York than its own corporations. The New Jersey department on the other hand has contended that it has sovereign power over its own corporations and the matter of investments is one which each state must decide for itself.

Gough Sends Bitter Letter

Deputy Superintendent C. A. Gough sent a very bitter and stinging letter to Superintendent Beha which was resented by the New York department as being uncalled for. The motives of Superintendent Beha were impugned.

The first breach between the departments came at the annual meeting of the National Convention of Insurance Commissioners at Cincinnati last September, when Mr. Beha read his paper dealing with the New York law and the power of his department. Deputy Gough had a very comprehensive and exhaustive paper on insurance company investments upholding the New Jersey law and contending that the comity of states required other commissioners to recognize the laws governing home companies.

Mr. Beha's Contentions

Mr. Beha declared that when a company invested more than 50 percent of its surplus in stocks of similar insurance companies, it was pursuing a too dangerous course. He declared that the big majority of the assets of the Firemen's is in stock of its subsidiary companies. At the Cincinnati meeting some of the other commissioners took the side of Deputy Gough and claimed that the New York department was exceeding its authority in endeavoring to dictate to companies of other states as to their investments so long as there was no danger as to the financial structure. Deputy Gough claimed that the plan followed by the Firemen's was pursued successfully in foreign countries. There had been no failure of any kind due to this method of investment. Foreign companies, he said, had a great advantage over American companies by pursuing this plan of investment.

Declares Company Is Impaired

Superintendent Beha in a letter to the New York department prior to the injunction suit charged that the Firemen's because of its extensive holdings in

stocks of its auxiliary companies was impaired under the New York law. It was this letter that brought out the tart reply from Deputy Gough.

Mr. Beha contends that when more than 50 percent of a company's surplus is tied up in stocks of insurance companies of a like kind, the assets in case of a catastrophe or depression become frozen and the company may find itself in an embarrassing state to sell securities and meet its obligations.

The question is one of the most important ones that has arisen in insurance department history.

John W. Davis' Contention

In the argument before the federal court John W. Davis, the constitutional lawyer, who appeared for the Firemen's, declared that the term "surplus" in the law did not mean the sum over and above capital and all liabilities, but it meant all resources over and above the minimum statutory requirement for licensing a company. If for example the state required \$200,000 as its minimum for organizing a company then all resources over and above that constituted "surplus" within the meaning of the investment law of New York.

In view of the claim that Superintendent Beha of New York had arbitrarily discriminated against the Firemen's, the case could not be dismissed. The court denied the motion on behalf of the New York department to dismiss the case.

What Are Surplus Funds?

The court in its opinion held that "surplus funds" meant what is left after deducting capital, liabilities and unearned premiums, or at least so much of these as established actuarial experience would show to be reasonably sure to become absolute.

Regarding the constitutional rights of a superintendent to impose the law of New York on other state companies as to investments the court said:

"The second constitutional ground is that the statute, if it requires as a condition upon the grant of the plaintiff's license that it conform its investments in New Jersey to the provisions of the New York law respecting domestic corporations outside New York and thus to exercise an extra-territorial power. If so, then any other New York statute which subjected foreign insurance companies to the same regulations as domestic in respect of their solvency would be unconstitutional, unless it could be complied with by conduct taking place only in New York, which it seldom could. For example, a state might not prescribe the necessary proportion between the assets and liabilities of a foreign insurance company, or the amount of its cash capital, as a condition to its doing business within its border.

Western Union Case

"The authority for so extraordinary a proposition is thought to be found in cases like Western Union Co. vs. Kansas, in which a state statute levied a tax upon a foreign corporation based upon the value of its property elsewhere, and in cases in which local statutes prescribed the effect of contracts made beyond their borders. A similar instance is Fidelity & Deposit vs. Tafoya, in which the company was forbidden to employ non-resident agents to underwrite policies covering risks within the state.

Doctrine of State's Power

"The doctrine that a state's power to exclude foreign corporations is limited to constitutional conditions is indeed well settled, but its extension to such a case as this would not only result absurdly, but would deny its well recognized authority. Most states compel a foreign insurance company to make some deposit as a condition of doing business, and the necessary securities or funds are seldom already at hand within the state where the new business is to be done. This has been lawful for sixty years. Were it not, a state would be

RAPID PROGRESS

THE service which the Massachusetts Mutual has rendered to its policyholders and representatives is reflected in the Company's rapidly increasing business. Meanwhile there has been no deviation from the sterling principles for which this organization has been noted during the past seventy-seven years.

MASSACHUSETTS MUTUAL LIFE INSURANCE COMPANY

SPRINGFIELD, MASSACHUSETTS

More than a Billion and a Half of insurance in force

We have openings in Ala., Ark., Del., D. C., Fla., Ga., Ill., Ia., Kans., Md., Mich., Minn., N. M., N. C., Okla., S. D., W. Va. and Wyo.

Our Agents Have

A Wider Field—

An Increased Opportunity

Because we have

Age Limits from 0 to 60.

Policies for substantial amounts (up to \$5,000) for Children on variety of Life and Endowment plans, thus enabling parents to buy all of the Family's insurance on the Ordinary, i. e. Annual, Semi-annual or quarterly premium plan.

Participating and Non-Participating Policies.

Same Rates for Males and Females.

Double Indemnity and Total and Permanent Disability features for Males and Females alike.

Standard and Substandard Risk Contracts, i. e. less work for nothing.

THE OLD COLONY LIFE INSURANCE
COMPANY of CHICAGO

B. R. NUESKE, President

UNDERSTANDING - APPRECIATION

The commission figures in your contract may mean but little in dollars to you. A high commission, but with no cooperation, no appreciation of the Agent's problems, may mean a barren relationship.

A fair commission, good renewals, a full understanding, and the placing in your hands of the best devices for making your work effective—these are things that count.

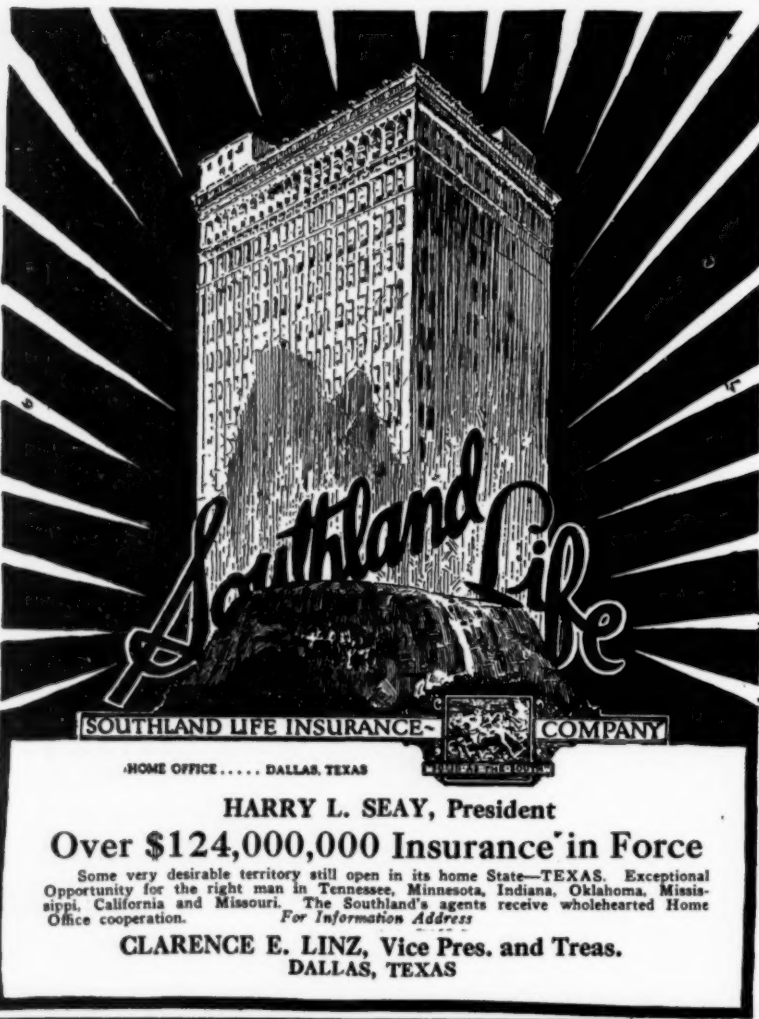
NATIONAL FIDELITY LIFE INSURANCE COMPANY

Home Office

Ralph H. Rice, President

Kansas City, Mo.

Do your fellow agent a good turn—get him acquainted with The National Underwriter, the real insurance newspaper.



SOUTHLAND LIFE INSURANCE COMPANY

HOME OFFICE DALLAS, TEXAS

HARRY L. SEAY, President

Over \$124,000,000 Insurance in Force

Some very desirable territory still open in its home State—TEXAS. Exceptional Opportunity for the right man in Tennessee, Minnesota, Indiana, Oklahoma, Mississippi, California and Missouri. The Southland's agents receive wholehearted Home Office cooperation. For Information Address

CLARENCE E. LINZ, Vice Pres. and Treas.
DALLAS, TEXAS

ALAMO LIFE INSURANCE COMPANY

Graham Dowdell, Pres.

A progressive up-to-date company with a program of expansion and growth.

All Texas is our field.

"The Fast Growing Company of the Southwest"

San Antonio, Texas



Stephen M. Babbitt
President

HUTCHINSON, KANSAS

A PURELY MUTUAL COMPANY!

If You Have Knocked the "T" Out of "Can't"

WE CAN GIVE

1. You a liberal first year commission.
2. An unexcelled renewal commission.
3. Your beneficiary a renewal pension.

The LAFAYETTE Life INSURANCE COMPANY

Lafayette, Indiana

stripped of power to protect its citizens from the incursions of any irresponsible companies who might choose to prey upon them.

Might Become Intolerable

"Perhaps the power may be limited by the purpose and the fitness of the measure to accomplish it; but whether that be true or not, when so limited, it is not further circumscribed by the indirect effects of its operation. As we have said, scarcely any condition can be imposed touching the financial stability of a foreign corporation which will not involve some results elsewhere; it is enough that these be ancillary to the accomplishment of genuinely local purposes connected with the company's prospective business. Otherwise each state could set the standard of security for the rest of the Union, an intolerable limitation upon the autonomy of each community.

"The motion for a preliminary injunction is denied and the stay is dissolved. In view of the allegations in the bill of the defendant's arbitrary discrimination, it cannot be dismissed. Motion to dismiss denied."

Attorneys for the Firemen's have filed a motion for a stay of proceedings pending appeal to the United States Supreme Court. Regarding the case the company's attorneys issued a statement in which they said in part:

"The appeal of the plaintiff will be diligently prosecuted and will be presented at the next term of the United States Supreme Court, which convenes in October. It is evident that the litigation is still charged with dynamite as respects its potentialities, since carried to its logical conclusion in upholding the New York Superintendent's interpretation of Section 16 of the insurance law it is evident that grave results may follow from the Statutory Court's decision.

Provisions Identical

"It is pointed out that under Section 16 of the New Jersey Insurance Law, which regulates the investments of the capital and surplus assets of New Jersey companies, no company is permitted to invest in any stock of a company which has defaulted in any of its dividend obligations for four out of five of the years immediately preceding the purchase of the stock. This provision of the New Jersey law is of exactly the same character as the provision which appears in Section 16 of the New York law, which limits the investment of New York companies in the stock of other insurance companies.

"It is safe to assume that no New York company in making its investments has considered itself bound by the provisions of Section 16 of the New Jersey law above referred to, and many New York companies licensed in New Jersey have investments in stocks of companies which fall under the prohibition in the New Jersey law. Thus if the New York department carries out its announced views it may result in the cancellation by the New Jersey department of licenses of all New York companies which hold stocks in violation of the New Jersey statute.

"Grave Hardships" Foreseen

"It is also pointed out that under the New York law New York life insurance companies are not permitted to own the stocks of other insurance companies and therefore the decision of the statutory court may result in grave hardship upon some of the Connecticut life insurance companies licensed to do business in

New York, who, in turn, have large holdings in the stocks of other insurance companies.

"Counsel for the Firemen's entertain little doubt of their ability to multiply evidences of discrimination, which right is preserved under the statutory court's ruling."

Superintendent Beha was served with the notice of a hearing on a stay pending the appeal to the Supreme Court. The order, which was signed by Judge Learned Hand, was as follows:

"The plaintiff is informed and has reason to fear that the Superintendent of Insurance of New York will take immediate steps to exclude it from doing business in the state of New York, and it is of the utmost importance and vital to the interest of the plaintiff that any such action be postponed until after the hearing and the determination of the appeal. In the event the determination of the Supreme Court is adverse the plaintiff will at once conform its investments to meet the requirements of the New York law as thus finally interpreted or alternatively withdraw voluntarily from doing business in this state.

Appeal Mandatory

"The sweeping and far reaching effect of the decision of this court renders it mandatory that the questions presented be reviewed on appeal. In substance this court has held that foreign insurance companies doing business in New York are subject to the same regulations of their investment policies as New York companies. To my knowledge this is contrary to the accepted views of the insurance fraternity, and also to the established practice of the insurance department for the past twenty years. For example, the laws of New York forbid domestic life insurance companies to own stocks of any other companies. Notwithstanding this fact, many foreign life insurance companies owning such stocks are freely permitted to do business in New York. It is also a matter of common knowledge that many English and other foreign fire insurance companies have investments in casualty and fire companies far exceeding the limits for like New York companies, but in spite of this they have for years been permitted to do business in New York without question. If this epochal decision stands it will necessarily lead to many and far-reaching changes."

A stay of 30 days in which to enable the Firemen's to prepare an appeal to the United States Supreme Court was granted by Judge Learned Hand yesterday. Pending hearing and determination of the appeal Superintendent Beha is restrained from interfering with the operations of the company in New York state. It was further ordered that the plaintiff "upon the first motion day at the October term of the Supreme Court the company apply for a preference or ment of said appeal. Should such application be denied the defendant may, in his judgment the public interest will suffer by the delay in the argument of said appeal, apply to this court for an order vacating or modifying this order."

Leads Ohio State Life Agents

R. E. Boller, manager of the Hamilton, O., agency of the Ohio State Life, was honor man for the month of June. Following him in the amount of insurance written that month were Henry Stevens of Toledo, C. W. Halfhill of Mercer and G. H. Whitney, Mt. Gilead.

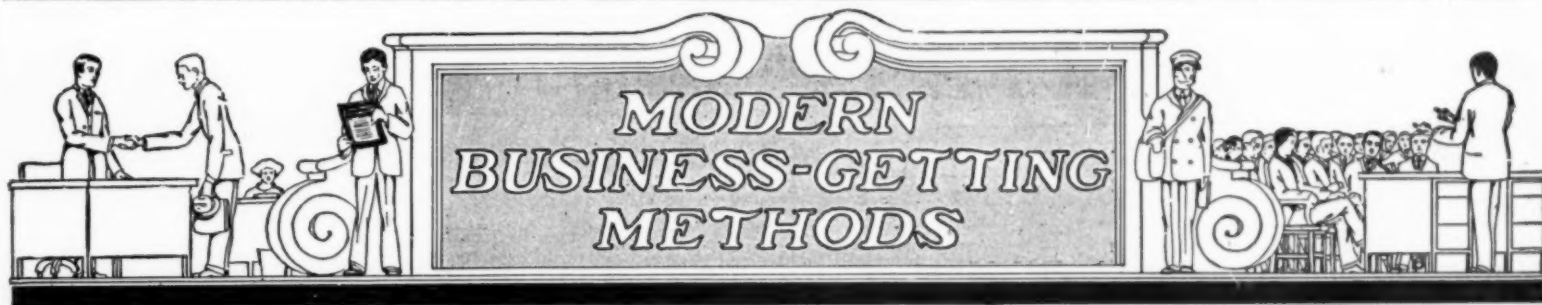
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Insurance Salesmen Should Study Factors and Elements That Often Enter Largely Into Closing the Sale

By MATTHEW BROWN
San Antonio Manager Missouri State Life

CLOSING is a result. It is not a thing by itself.

There is more bunk and nonsense written about this one subject than any phase of selling and most of the oral and written nonsense will help to ruin more business than it will close.

Some persons, through strong-arm, caveman, high pressure methods, set forth how it is done and conclude that all sales must be made that way. They deal with the tense, psychological moments, and if you miss that supreme, fleeting, elusive instant, all is darkness and you have missed out—failed.

It is so easy to talk about, and yet so hard to have a case close on schedule according to the theory, that we sometimes wonder if those who talk or write know what it is all about; if they really know what makes the ball go in the hole, because in the talk you don't have the grief that goes with the actual sale,—the attending circumstances. Was the man a stranger, or friend? Had you called on him before? What sort of a man is he, etc.?

Careful Selling Makes Easy Close for the Agent

If there is such a thing as an easy close, then hard work was put in on your approach, creating desire and overcoming objections. The more work you put on the diagnosis, fitting the needs, overcoming objections, the less work you will have to put in on the close.

Every sale naturally divides itself into four things:

1. Approach.
2. Diagnosing needs and arousing interest.
3. Fitting needs, thereby creating desire.
4. Overcoming objections.

Be positive when you are closing. You cannot deal in "But's"; "If's"; "And's"; "Supposes"; "Beliefs"; "Thinks," or any kind of floundering,

negative material, so do not have any vague, loose picture.

Be certain your man is listening. Ask him a question, or tell him something that is obviously preposterous, and if he answers "Yes," you know he is not listening, and you are talking to yourself. There are several kinds of attention; here are two important kinds:

1. Favorable.
2. Unfavorable.

If you walked into a person's place of business and kicked out a pane of glass, or tipped over his desk, chances are you will get attention—probably not favorable.

Catch the cross current, or opinion. It suggests that we must study the man affected by our argument and suggests that we must find out why he will buy—what will influence him to buy right now? What will stir him to action? Light on something. Be careful not to close prematurely. We are apt to drive our man into a negative attitude; if he gives us that fatal "No" once, it is much easier to say "No" again. It is like an automobile coasting down hill—the farther it goes, the faster, and you almost have to make some abrupt statement to head him off. So, if you are feeling him out and find he is not ready, go back into that part of your story concerned with creating desire; eliminate the objection, and feel him out again. Remember many a ball game is won in the ninth inning.

Must Be Sensitive to Mental Procedure

If you are trying to sell a man \$5,000 and he agrees to take \$2,500, close it, then and there. Whatever you get is more than you had. If he won't accept your verdict, accept his. You are not carrying theories. Order the additional.

We must be sensitive to what's going on in a man's mind; we must know what he is thinking about, but if you judge

you are ready to close, ask a question the answer to which will commit him on some minor point. If you feel the ice cracking under you, back away to thicker ice. Put him back in the oven; he needs more heat; he needs to be subjected to more suggestion.

Most of our talk is concerned with how wonderful everything will be with the insurance. Reverse the picture and point to the situation without the protection. Sometimes a man's present protection affords a good reason to make him feel uneasy—show how inadequate his present protection is; how limited it really is.

To influence a man effectively through argument and suggestion is no easy task. People do not buy insurance by reason of a logical presentation alone; they buy on emotion on directed emotion, on fear. The most powerful influence is suggestion.

Must Know What Insurance Will Do for Him

Get to your point—when you come in contact with any man, he wants to know why you came in there. The only reason you are discussing insurance is for him to buy it; keep that thought in your sale throughout the sale. We are not explaining something just so he will learn about it. Explanations are only to one point—what this will do for him when he buys it. So, we must make our talk personal to him. The fact that life insurance is a good thing means nothing, the fact that he believes in it is of importance, but it's no good unless he owns it and has it in force.

You cannot always close on one or two interviews. Leave your man so that you can go back, but don't act as though you were drilling or driving. Don't hatch out a bunch of china eggs. If a prospect cannot be sold with a reasonable amount of effort, discard him in favor of a prospect that you can sell.

Have a man commit himself in your favor. In other words, make it easier to buy than to refuse. If he answers, or agrees, to a minor point, close; right then you might use an alternate question.

Fearing to close indicates several things:

1. Not worked hard enough for business. Your approach indifferent; diagnosing needs negligently handled; fitting

needs lacking conviction. We now see the patient dying on our hands.

2. Lack of knowledge, preparation which indicates that we must continually study and keep informed on what's new in our business and with business in general.

3. Lack of courage; we lack drive and punch; we are afraid we haven't the nerve; just dive in as though nothing was happening.

Take Advantage of Time to Close

There may be more than one psychological moment, but ride the first one that comes up. Any time a prospect asks a question, the question indicates conclusively just what he is thinking about. Every remark is significant for it shows what your opposition is. You must never wait for expressed consent. Implied consent is the thing to act on, but act. Your situation is the same as having your man standing on the edge of a pool in his bathing suit; give him a little push and jump in with him.

As for the money, ask for it. Don't suppose anything else. There's more men quit or have to leave this business because of settlement than from any other cause. They think they have victory with that "app." Of course, any business that is well sold gets paid for, but get the money with the app, if there's one chance in a hundred. You know all the reasons. Most life insurance men lack nerve on that point. They are the worst business men in business. There is no other business in America that would conduct itself so liberally, so loosely as the insurance man. We fight to get the application, whereas our fight only starts with the signing of the application. It is due to the lack of training. We are not made or told to bring in the money. The people you deal with will have more respect for you, if you insist on a settlement or some definite arrangement.

Try to get all cash, or half cash, and half on delivery, or one-fourth now and the balance on delivery. Bounce them one step at a time until you bounce out a satisfactory plan. In any event, have an agreement as to how the contract will be paid for. There is no more difference in buying life insurance than buying merchandise, and you can't buy merchandise on wind; you need some rain.

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Arthur E. Childs, President

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DO YOU KNOW

What the largest Life Insurance Death Claim was in the U. S. last year

?

You will find the answer in the Life Payments Localized Number of THE NATIONAL UNDERWRITER, which will be out July 27.

OPPORTUNITIES

WANTED—Actuary for Life Company in Wisconsin. Prefer man with considerable experience. Address G-4, care The National Underwriter.

Salaried Agency Organizer Desired

One of the progressive, forward looking life insurance companies of the West, located in the heart of the central west territory desires two salaried agency supervisors or organizers who are experienced in securing and training life insurance agents. The company is now extending its agency plant and is also developing its present agents toward greater efficiency.

The company has a splendid agency contract which appeals to men with the rate book. Address G-6, care The National Underwriter.

Insurance Stock Quotations

CHARLES SINCERE & CO., the investment house of Chicago, gives the following insurance stock quotations:

Stock	Par	Bid	Asked	Div. Per Sh.
A. Lincoln L.	20	40	...	6%
Aetna C. & S.	100	1025	1075	12
Aetna Life...	100	860	875	12
Amer. Surety.	50	315	330	10.00&Ex
Cent. W. Cas.	50	71	75	4%
Chgo. Nat. L.	10	38
Colum. N. Life	100	380
Comel. Cas.	10	50	55	2
Conn. Genl. L.	100	1600	1700	12&Ex
Contintl. Ill.	10	95	...	1.60
Contintl. Mo.	10	20	23	10%
Detroit F. & S.	50	68	73	4
Detroit Life...	50	150	175	6
Farmers N. L.	5	20	...	20%
Fidel. & Cas.	25	190	210	5&Ex
Fidel. & Dep.	50	275	285	7&Ex
Gr. Am. Ind.	10	75	85	...
Hofd. St. Bldg.	100	...	820	16&Ex
Indep. Indem.	10	28	30	...
Ins. Secur. Co.	10	28	29	14%
Internat. Life	25	80	...	4
Inter-South.	1	5.60	5.75	6%
Linc. Nat. L.	10	127	132	2.00
Lloyds Pl. Gl.	100	290	310	16.2%
Md. Casualty.	25	160	170	4.50&Ex
Metro. Cas.	25	85	93	4
Mo. State L.	10	94	96	1.20
Montana Life.	10	15	...	8
Natl. Cas.	10	50	54	1.20
N. Amster. C.	10	71	76	2.80
N. World Life	10	16 1/2	18	8%
N. Y. Cas.	25	90	100	4
N. Amer. Life	50	260	270	15%
Old Line Life.	10	39
Pacific Mu. L.	100	900	1000	20
Peoria Life.	10	45	...	16%
Preferred Ac.	100	550	600	23
Southern Sur.	10	34	36	12%
Sun Life...	100	1850	2000	25
Travelers	100	1800	1850	16
U. S. F. & G.	50	400	415	9&Ex
U. S. Life...	30	25
Wisc. Nat. L.	10	18	...	8%

INVESTMENT BUREAU FOR LIFE COMPANIES NEEDED

L. R. Young, treasurer of the Canada Life, while visiting in New York, commented on the effect of the Wales act of New York on the life companies, incidentally suggesting that the life companies organize a central body to facilitate the application of the business to the new liberalization. Under the Wales act, the companies are permitted

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to invest in certain stocks and debentures, with restrictions. Young suggested that the companies could benefit through the formation of a body of the investment officers, to determine the qualification of securities, for one thing. At present, each company has to individually ascertain whether the shares under consideration come within the restrictions of the law, whereas a central body could do this once and for all and leave the company decision to a matter of policy and judgment as to relative values.

Sentinel Life Conducts Contest

July will be president's month with the Sentinel Life, and a production contest will be conducted beginning July 2 and ending on July 28, the birthday of President Arthur M. Hyde. During the month a credit slip will be made out for each application received and the entire number of credit slips will be presented to President Hyde on his birthday.

The Sentinel Life has completed the two months' Sentinel Spring Sweepstakes contest with a production of over \$2,500,000. The contest opened May 1 and concluded June 30. During the last week of the Sweepstakes the agents wrote \$1,000,000 of life business.

Will Discuss Conservation

N. M. DeNezzo of the home office of the Aetna Life will discuss conservation with general agents of the company whom he will visit on a month's trip into the field. He left Hartford July 9, to return again July 21. His itinerary included stops at Springfield, Mass., Albany, Rochester, Buffalo, Cleveland, Toledo, South Bend, Indianapolis, Cincinnati, Columbus, Pittsburgh and New York.

While in Cincinnati, where he will arrive July 17, Mr. DeNezzo will meet with company representatives both of the F. C. Zart general agency and of the Dayton branch.

Group Insurance Offered

The Inter-Southern Life of Louisville is offering a bonus of \$2,000 of group insurance to all agents of age 60 or younger who have written \$5,000 paid-for business in the past 12 months. Under this plan the company will pay about one-half of the premium, which will be non-medical and will include a total and permanent disability clause, the agent paying the other half.

To all Inter-Southern agents over age 60, the company offers under the same plan, a \$1,000 contract. Many applications for the group policies were filed at the recent company convention held in Louisville. It is expected that the insurance will be put in force very soon.

Special Campaign for Rice

While Ralph Rice, president of the National Fidelity Life of Kansas City, is in Europe for two months, studying methods of life insurance companies in England and on the continent, his agency force is making a special two months production campaign in an effort to present to him on his return two of the biggest months in the history of the company. The agents have made their own quotas.

This is Mr. Rice's first real vacation since the company was founded. He is accompanied by his son, Ralph Rice, Jr., who was graduated from the University of Pennsylvania this June.

Show Big Gains

During June the Bankers National Life of Jersey City and its two allied companies, the Bankers Life of Colorado and Florida, increased their insurance in force by nearly \$3,500,000. The Jersey City company, of which Ralph Lounsbury is executive vice-president, has increased its capital to \$250,000 and paid in surplus to \$500,000.